

ELECTRICAL MERCHANDISING WEEK

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SERVING THE APPLIANCE • RADIO • TELEVISION AND HOUSEWARES INDUSTRIES

Pocket Radio Prices: U.S. Closes The Gap

Now you'll find American prices closer than ever to Japanese on six- and seven-transistor models. Here's EM Week's exclusive analysis and a comparative price list of 21 manufacturers. *see page 3*

Hot Promotion Ideas

A full page of real corkers which have stopped traffic for others—explained in detail to work for you. *see page 23*

It's Your Business...

To keep up with the latest tax-saving rulings of the IRS. And that's the subject this week of EM Week's new Personal Business column. *see page 11*

Who's Gonna Pay For Mower Safety?

That was the big question among lawn mower manufacturers and distributors at the show last week. How can you sell the new safety standards? *see page 8*

Frigidaire's '61 Line

General Manager H. F. Lehman introduced the new numbers and came to the defense of yearly model changes. *see page 3*

Coin-Op Dry Cleaner Works Like This...

Action pictures of RCA-Whirlpool units installed in Benton Harbor, Mich., show how they will be used. *see page 45*

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Curtain Going Up On NEXT YEAR

Act I At Hardware Show: Safety Looms As Mowers' Problem

Plagued by bad consumer press—horror stories of 50,000 accidents, predictions of 80,000 for this year—mower makers have plunged into intensive campaign to engineer safety features into current lines. They've written industry safety standards to minimize danger before state legislation does it.

Mower lines were longer, prices up slightly at last week's Hardware Show in New York's Coliseum. Trend to add-on accessories continues so strong that Lawn Mower Institute is about to change name to Outdoor Power Equipment Assn.

First battery-operated electric power mower was shown by West Point. Have-nots com-

plained battery runs only one hour, takes 48 hours to recharge, cuts too narrow a swath. Maker says it does 15,000 sq. ft. of lawn—quietly—on one charge.

Rotaries still dominate mix, but reel units were bidding for increased share. Riders at \$300—one promotional line has a rider for \$79—were expected to double their share to about 400,000 pieces.

Early bird orders written at show best in years. Industry sees 1961 record 4.5 million units, expects 60% of customers to be second time buyers disenchanted with promotional goods, wanting quality in higher ticket. For more on show, see page 8.

Act II At AGA: Gas Utilities Get Fired Up For Fuel Duel

Bugles heralding the great battle of the fuels sounded in Atlantic City last week, as more than 5,000 utilitymen and their wives gathered for the 42nd annual convention of the American Gas Assn.

Waving their blue flames like red capes in the face of an onrushing bull, a parade of gas industry leaders made its way to Convention Hall's chrysanthemum-ringed rostrum to throw the gauntlet of challenge at

the electrical industry.

And if you took the great clouds of gas-oriented propaganda floating down from the speaker's stand and filtered out that challenge, you'd find it pretty well covered all fronts where the two fuels compete, from utility customers to home heating to appliances.

"We will create our own opportunities," thundered keynoter Wister H. Ligon, out-
Continued on page 7

Act III At AES: Future Of Reverb Is Questioned By Engineers

While Philco and Hammond showed up to testify for reverberation, some engineers at the 12th annual Audio Engineering Society Convention in New York were predicting reverb would be finished in a year's time as a hot consumer item.

Besides the basic criticism that reverb is a gimmick, engineers pointed out that 1) reverb being added to records by disc manufacturers is already at an almost preposterously high level; 2) although reverb makes a dramatic demonstration, listening to it for any length of time is fatiguing and after six months the consumer is likely to be fed up.

But reverberation was only part of the convention story. More papers (84) than ever

before were presented as engineers tackled almost every aspect of sound.

Papers on stereo demonstrated the engineers' acute interest in immediate refinements.

And there was more emphasis on transistors and miniaturization. RCA engineers presented plans for a fully transistorized stereo amplifier. Others were searching for ways to get more and more performance from smaller and smaller speakers.

While the mysteries of the future were being explored, the convention also had a question for the present: where was discussion on the MMM tape system? Interest was high and AES had invited papers but no one showed. See another story on page 2.

NARDA's Drive Nets All But 3

Frigidaire said "No" and Admiral and Amana already had decided not to join the refrigerator trade-in promotion

The line-up was eight-to-three last week. Eight manufacturers were cooperating with NARDA in the industry-wide "Wanted: Your Old Refrigerator" campaign. But three companies—including mighty Frigidaire—sent polite regrets.

"We will cooperate in the promotion whenever we can," said Frigidaire General Manager Herman F. Lehman in a carefully couched statement. "But," he went on, "the NARDA move caught Frigidaire in the midst of introducing its new line and launching a comprehensive, three-stage promotion."

In summary, Frigidaire likes the idea promoted by NARDA and the "Saturday Evening Post," but wants to concentrate all its promotional guns on its own campaigns. The company will promote refrigeration in the last quarter, Lehman said, and will use the NARDA theme when it can. "It came too late for our full participation," an Admiral spokesman explained. The Chicago-based manufacturer said it would alert its distributors and dealers to the promotion, and "give it our moral support."

Amana offered no formal explanation, but Executive Vice President George Foerstner earlier had indicated that the Iowa company had some promotional stunts of its own in mind.

NARDA Executive Vice President Gail Pinkstaff took the refusals philosophically. "When you ask someone for something, they always have the prerogative of saying 'no,'" he said. "We still have eight manufacturers participating in the program and that's pretty good."

Participating manufacturers will support the program in two ways: By buying merchandise kits and promotional material for their dealers. And by paying co-op on campaign advertising (largely institutional in concept) placed by dealers. Supporting the campaign, which seeks to double refrigeration sales through the end of 1960, are General Electric, Westinghouse, Kelvinator, Norge, Whirlpool, Philco, Hotpoint and Gibson. NARDA will coordinate the promotion and prepare the merchandising material.

IUE, G-E Strike Continues With No Settlement In View

Striking members of the International Union of Electrical Workers and General Electric Co. failed to reach agreement as the walk-out of 70,000 at 55 of G-E's 166 plants finished its second week.

The strike so far had not seriously affected nationwide supplies of G-E appliances, but shortages were predicted.

Violence continued on the Schenectady picket lines where union leader Leo Jandreau was cheered when he mentioned a back-to-work movement. Federal mediators held out little hope for an early settlement.



A Flip Of This Switch Turns On 4,104 Bulbs

LIGHTING UP SUNBEAM'S new animated sign on Times Square is Matt Hegerich, floor care division manager. Looking on are, left, Douglas Leigh, whose company made the sign, and W. B. Courtney, Sunbeam ad manager.

Magnavox Salon To Sell

Magnavox's new wrinkle in N. Y. salons poses question: Can company take commission and expect dealers to take the headaches?

That was the question being asked late last week by Magnavox dealers all over New York City.

A letter just received by dealers told them that salesmen at Magnavox's swank new showroom would write orders and dealers would be expected to stock and deliver. Customers signing at the salon would pick any dealer from a complete list. Salon salesmen would also take credit and check sales and trade-ins. They would get a commission off the top.

This policy is a departure from the original concept of prestige New York salons where full lines are displayed and demonstrated for

dealer and consumer convenience, but where no sales are made. Emerson, RCA, Zenith, Grundig-Majestic and Hotpoint stick to the original idea and plan no change, they told EM Week.

Magnavox officials had no statement to make, but their dealers did:

- From the TV-phono buyer of a large department store: "It's unfair for Magnavox to take part of the commission away from us."

- From a dealer salesman: "It may be O. K. for my boss, but that commission should be mine."

- From dealer Warner Goldsmith: "Magnavox knows what's right and I'll go along, but it would be fairer if sales were allocated by districts."

- Other dealers like Maxwell R. Schneller and Henry Schipper were all for it—figured that 15% of a 35% commission was worth the extra business that they might get.

NRMA had already complained before Magnavox sent the letters.

Hotpoint's Westfall Joins EIA: Service Booklet Set

As part of an expanded Electronic Industries Assn. fact-finding program, George D. Westfall will take over as the association's new marketing research director.

He will guide the expansion of present EIA research programs and development of studies in industrial and military electronics as well as direct economic studies for members and collection of import-export statistics.

A 10-year veteran with Hotpoint, Westfall served as the company's manager of sales and market research. From 1936 to 1950, he worked for Montgomery Ward, where he was director of economic and market research.

Following a blast at brown goods servicing by Better Business Bureau President Kenneth B. Willson

(see story on page 46), EIA will issue a manual for servicemen: "Satisfying Customers For Profit."

The pamphlet, which will run over 90 pages if EIA puts it into a 9x6 format, gives a course in customer relations for electronic service technicians.

Service problems will be presented in story form, illustrated by a series of customer situations. At the end of each narrative, there's a summary of points. The pamphlet, which was put together by the McGraw-Hill technical writing service, also will contain a set of reminder cards.

EIA still must set up distribution for the pamphlet. Two methods are currently being considered: 1) direct sale by the printer; 2) distribution by EIA to manufacturers who will buy the manual and give it to distributors and dealers.

Audio's Future: Miniaturization

That's the prediction made by RCA Victor's research director, Dr. Harry F. Olson, at the recent Audio Engineer Society convention in New York City

"The future in a nutshell" will soon be more than a catch phrase as members of the Audio Engineering Society push for more and more miniaturization.

Dr. Olson, director of the acoustical and electromechanical research laboratory for RCA, summed up the trends this way:

- Miniaturization through transistors in stereo amplifiers.
- Continued striving for more and more sound from smaller and smaller speakers.
- Continued improvement in stereo products as engineers strive for more and more realism.
- The possibility, perhaps in two decades, of recording a full symphony on a disc the size of a silver dollar.

- More sophisticated ways to attain reverberation—if it catches on.

One of the key reasons behind the move to miniaturize, according to Dr. Olson, is space availability. "Today," he explained, "space is at a premium."

Engineers already are trying to perfect the fully transistorized stereo amplifier. Two are currently being marketed, one by Transistronics of California, the other by Sem-Con of New Jersey.

And Texas Instruments, Inc., showed up at the AES convention with its own version of an all-transistor stereo amplifier and a small army of salesmen to explain it. The advantages packed into the unit claim the Texans are:

- Indefinite life
- No degradation
- No expensive transformers
- No microphonics
- No hum pickup from filaments
- Instant warmup, no waiting
- No heat in the preamplifier

RCA gave the project another push by presenting a paper of its own on transistorized stereo amplifiers. From Dr. Olson's point of view, the main virtues of transistorizing the stereo amplifier are 1) reduction in size; 2) less heat.

The developing science of speech processing, according to Dr. Olson, could lead to a recording the size of a silver dollar. "We could analyze speech or music," he explained, "convert it to a code, synthesize it and then get it back again."

Although there was criticism of reverberation as a gimmick at the convention, Dr. Olson pointed out that there were more sophisticated ways to handle reverb if the technique catches on as a consumer item. "There's a very strong subjective element involved here," he explained.

Bell Labs suggested a method using colorless artificial reverberation which would be employed to simulate the effect of large reverberant rooms.

To improve the sound of consumer equipment, engineers were probing deeper and deeper into psychoacoustical research. These investigations cover what a person hears subjectively.

Frigidaire Shows '61 Line, Backs Annual Change

New Line Points Up Styling And Features; But Some Prices Down

Compared with introduction time last year, roughly one-third of Frigidaire's refrigerators for 1961 show price reductions. The other two-thirds of the refrigerator line carry 1960 tickets with just a very few increases.

None of this summer's "promotional allowances" will be carried over in the new line. These "allowances" represented Frigidaire's answer to the price cutting that took place during the summer.

The real difference this year, emphasized Herman F. Lehman, GM vice president and Frigidaire general manager, is that labor-saving features are incorporated into medium and budget-priced appliances.

Frigidaire's 1961 line is composed of 14 refrigerators (10 of which are refrigerator-freezers), nine food freezers (all but two are uprights), 11 free-standing electric ranges, two mobile top-loading dishwashers and 10 air conditioners (two of which are heat pumps).

Following is EM Week's complete breakdown of the line. All prices are suggested retail. On refrigerators, ranges and upright freezers, Frigidaire adds "-61" to model numbers. Asterisks before numbers indicate models available in colors—copper, pink, turquoise or yellow.

Refrigerators: Low end starts with five conventional models—two 9.10 cu. ft. models (SA-9 super, DA-9 deluxe) at \$189 and \$199; 11.16 cu. ft. (DA-11) at \$219; 11.23 cu. ft. (D-11) at \$259; and 12.96 cu. ft. (DA-13) at \$239.

Frost-Proof refrigerator-freezers begin at \$469 for 13.20 cu. ft. (FDP-13T). Other two-door frostless combos are: 13.20 cu. ft. (FDP-13B) for \$519 and Imperial models 13.18 cu. ft. (*FPI-13T) at \$569; 13.22 cu. ft. (*FPI-13B) at \$629; and 14.53 cu. ft. (*FPI-15B) at \$699.

Refrigerator-freezers without Frost-Proof include two one-door models: 10.51 cu. ft. (FD-11) at \$329 and 12.50 cu. ft. (FD-13) at



YOUNG MISS demonstrates to bigger miss instant ice cube ejector on one of Frigidaire's 1961 models. Cabinet styling is new this year.

\$299. Others are two-door: 12.50 (FDA-13T) at \$319 and Imperial 12.51 cu. ft. (*FI-13T) at \$449.

Electric ranges: An oven shell which pulls out like a drawer for easy cleaning is the big feature. Pull-out ovens begin at \$279 for 30-inch *RD-39 and 40-inch RD-20, RDD-20 (with divided top).

Other 40-inch pull-outs are RCD-71 at \$369, *RI-55 at \$449 and with two ovens, the *RCI-75 at \$559. Custom Imperial 30-inch *RCI-39 for \$399 rounds out the pull-outs.

Conventional models include two 30-inchers (RS-30 for \$199 and RD-38 for \$249) and two 40-inchers (RS-10 for \$214, RDD-15 for \$249).

Food freezers: Frost-Proof models are: 11.79 cu. ft. (UFPD-12) at \$379; 16.10 cu. ft. (UFPD-16) at \$499; and 16.10 cu. ft. (*UFPI-16) at \$539. Four conventional uprights (UFD-11, -13, -15, -21) 11.10, 12.58, 14.63, 20.59 cu. ft. are priced at \$199, \$299, \$349 and \$449.

Two chest models round out the

line: 13.52 cu. ft. (CFB-14) at \$299 and 19.55 cu. ft. (CFB-20) at \$409.

Mobile dishwashers: DW-STB handles nine NEMA place settings, costs \$174. DW-DTB handles 12 settings, has choice of double or single wash cycles, costs \$409.

Room air conditioners: Two 115-volt, 7.5-amp. units are especially designed for bedrooms: 6,000 Btu (AD-6LD) for \$219 and 7,000 Btu (ACD-7LD) for \$299. ACD-8MD (115-volt, 10.7 amps) 8,300 Btu is also listed at \$299.

Four 208-230 volt models (AD-12D, ACD-9D, ACD-15D, ACD-19D) are rated respectively at 12,000, 9,000, 15,000 and 19,000 Btu, are listed at \$349, \$299, \$419 and \$504. Imperial (AI-10D) unit is rated at 230 volts, 10,000 Btu, costs \$293.

Two heat pumps rated at 230 volts are priced at \$354 for 9,000 Btu cooling and 10,500 Btu heating (ACDR-9D) and \$509 for 15,000 Btu heating-cooling (ACDR-15D).

It's Orderly And Economical, Says Lehman

And critics who attack the regular model change apparently do not understand the relation between such changes and basic economic progress.

"While oversimplifying the situation with surface talk of chromium trim and control knobs, these people actually are tampering with something very basic to our progress," Frigidaire's General Manager Herman F. Lehman warned a group of editors assembled in New York last week to see the firm's 1961 lines.

Prize exhibit in Lehman's counter-attack was a price comparison between a 1951 11-cubic-foot Frigidaire and "a comparable but better" 1961 model. The latter costs \$122.80 less than the \$382.75 1951 version and the average wage earner works only 113 hours (instead of 240 in 1951) to make enough to buy it.

"We didn't make this progress by standing still. We did it by inducing people to buy products . . . through product design, advertising and salesmanship. The regular model change is intimately associated with all three of these factors.

"The industry's critics are no doubt well-meaning. But I fear that they do not grasp this broad picture—this link between model changes and economic progress," Lehman warned.

Annual changes speed the development of meaningful features, said Lehman who believes that "progress results from the pressure system. The regular model change keeps this kind of pressure on our entire organization."

"If all of us were to abandon deadlines, a deterioration would set in which certainly would be contrary to the best interests of business and customer alike," said Lehman in answering "one manufacturer who says that he needs no calendar deadline because competition will provide the required pressure and excitement."

Belief in an annual change does

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Transistor Radios: U.S. Narrows The Price Gap

As dealers head into the big Christmas season, they'll find American prices closer than ever to the major Japanese manufacturers on the basic six- and seven-transistor radio models

Both American and big Japanese companies (Hitachi, Sony, Toshiba, Matsushita, for example) now are hitting in the same suggest list price levels. And basically, that shapes up as \$29.95 for sixes; \$39.95 for sevens.

But that's not the whole story. Despite the neck-and-neck race at list, the Japanese have still got the lead because:

1) Their list prices tend to be inflated; 2) they're still offering the dealer more margin; 3) for the same list price, the Japanese include batteries, earphone and traveling

case. Many U. S. companies do not.

By zeroing in at costs at home, American manufacturers have scored some of their greatest gains.

First, pressure was put on component manufacturers to come up with a better price. They responded and learned to cut a few corners themselves.

Second, companies started buying their components in volume. "At a 100,000 a pop," explained Philco's Jack Frietsch, "instead of 10,000."

Third, perfection of assembly tech-

niques and greater efficiency on the production line. "There's no doubt the American manufacturer has improved his facilities," said William B. Clemmens, General Electric's radio department marketing manager.

As a general guide, an American radio designed to list for \$29.95 will cost a distributor \$19 and a dealer \$24, according to EM Week sources. The equivalent Japanese model would go for \$17 at distributor levels and for \$21 to the dealer.

But one important fact still sticks out. "We're still in the best shape we've ever been in," stated Westinghouse's Charles J. Urban, in a statement which pretty well sums up industry opinion.

And American companies are

pushing to close the gap even more. Admiral will meet the gift pack problem head on this fall by throwing the case, earphone and batteries in free with its 2060 series (seven-transistor pocket models) and keeping the suggested list price at \$29.95, according to Ross Siragusa Jr., company vice president.

Magnavox is trying another route, going to Japan for its radios and coming back with sixes at \$24.95 and \$29.95 and an eight for \$34.95. All prices include the gift pack.

And now, Zenith is entering the market with a six-transistor portable (model R50) listing at \$29.95.

The future? "By next year," predicted an RCA Victor spokesman, "American manufacturers will be

Continued on page 16

REGIONAL ROUND-UP:

If there was a pattern of business activity, it wasn't obvious. An upturn was seen in some cities, but hadn't appeared in others.

EAST . . . CLEVELAND—The hoped-for sales upturn did come in with fall weather, dealers and distributors here reported. Dealers were guessing that a slight pickup in economic conditions of this metalworking center was part of the reason some of the shoppers were turning into buyers this month.

September sales showed some signs of life, dealers said, and so far this month the upward trend was continuing. Laundry still was the leader, refrigeration seemed to be about holding with last year, and the radio-stereo-TV lines were going great.

Christmas buying was expected to start boosting sales even faster, and new lines were stirring up some interest. Cleveland dealers said they were going into the final quarter with inventories in good shape.

MIDWEST . . . OHAMA—It was, in the words of one appliance dealer, "a long, not so hot summer, any way you look at it." Temperatures were mild and so were air conditioner sales, the usual summer bellweather. They were down nearly 300 units from August, 1959, reported the Nebraska-Iowa Electrical Council. For 1960, so far, 13 of the 17 sales indicators—including water heaters, refrigerators, freezers and washers—were lagging. Even optimists, who counted on fall with its World Series and television campaigning to bring an upturn, were edgy.

"You can't put your finger on any one reason," said American Appliance's Fred Kurtzman. Summer, he went on,

"wasn't up to expectations." Brown and white goods were off to a slow fall start, but "we're hoping for an upturn. We'll be disappointed if it doesn't come." American just completed two promotions, including the Speed Queen factory promotion offering two laundry items for the price of one and a half. "Fair results," said Kurtzman.

"It wasn't an air conditioner summer," said Norm Gendler of Best Appliance. "With a break in the weather, we'd have done better." In the past, the World Series brought a tripling of television sales. Not so now, he said. "We've probably hit saturation."

Veteran dealer Al Mahan said the election campaign and the series "have not had a bit of impact." He blamed "lack of distributor promotion. They haven't done a thing."

NORTHEAST . . . BRIDGEPORT, CONN.—The strike at the G-E plant here has not seriously affected buying. It was a good month in general, but some areas are just holding their own with last year's sales.

At Zemel Bros., white goods were tapering off as brown goods started on the fall upswing. Television in particular was good. Zemel Bros. encourages customers to invest in a low-end console instead of a portable. "The dollars are the same, and the customer might as well have the benefit of the larger set," a spokesman explained it. Zemel goes for the larger set sales, and manages to make six out of 10 sales a console set.

Color TV has been good. "But you've got to look like you're in the business, with a number of sets on the floor." Bearing this out, Zemel moved 12 color sets in a three-day period recently. As for used TV: "We sell used sets to make future sales." This means carefully checked used sets with a warranty.

Bob Lederer, of Lederer's Appliances, didn't think business was picking up the way it should. "Like the man said, what happened to the soaring 60's?" TV, however, was strong. Lederer was looking for a big fall laundry market, especially in dryers, in part because of the utility company and electrical organization national fall laundry promotions. In the Bridgeport area, the United Illuminating Co. is offering a free electric blanket with each dryer sold during their fall promotion, and this should close quite a few sales. Stereo was beginning to pick up.

Steady sales with no big gains was reported by Mel Hart, owner of Mel Hart Appliances. He attributed part of the percentage rise in portable TV set sales to the fact that many people are buying them as second sets. The new 23-inchers should be easier to sell than the 21's, "but," he said, "the picture is not as good as the 21-inch sets." Hart finds home selling a good way to push color TV and will invite neighbors in to watch programs on his own set. "TV stations should advertise color TV more. As it stands now, they just mention that a program is in color at the beginning of it. A series of spots dur-

ing the day would make people color conscious and help sales considerably."

FAR WEST . . . SEATTLE—September was a good month for many Seattle appliance and TV dealers, better than August and also above the same period a year ago.

Ken Lindsey of Holert's had his best month since 1952, on the strength of a private sale. He sent out a mailing piece to 2,200 customers, including tickets for a clearance sale conducted each evening from 7 to 10 p.m., after regular store hours. Admission was by ticket only. Response was terrific, Lindsey said, and the sale now will be an annual feature. Appliances got the biggest play—surprising, since TV sales topped appliances both before and after the sale.

Promotions seemed to be the key to business. Poole Electric Co. promoted hard and ended up with a month a little better than a year ago, bringing sales for 1960 up 10% over last year. TV is beginning to take the play away from appliances, said Clayton Poole.

Frederick & Nelson also pushed appliances in its downtown department store, making September the best month in the past three and above last year. Laundry equipment made notable gains, after lagging earlier in the year, said Dave Piper, department head.

Don Nelson of Don D. Nelson Radio was another to report September above a year ago. He's worried about the next three months, however, with signs of recession in the air.

INDUSTRY MEMO

● President Tito of Yugoslavia took six portable television receivers home with him after attending the United Nations session in New York. Reporters couldn't find out who made the sets.

● Chicago's State Street, "that great street" of the song, soon will have second-story pedestrian walkways between major stores. The first will link old-line Carson's with newcomer Wiebolt's. Eventually shoppers will be able to walk nearly a mile through the bustling Loop shopping area without touching the ground. Behind the plan is the desire of the big downtown merchants to compete with the suburban shopping centers.

● A brand isn't a brand unless a manufacturer makes it a brand, according to Henry E. Abt, president of Brand Names Foundation. He defined a brand name as a "manufacturer's identification of his product, established by consistent advertising or by other consistent communications to the product's users."



Hotpoint's Entry In Booming Coin-Op Field

E. E. FOLSOM, GENERAL MANAGER of Hotpoint's home laundry department, inserts the first dime in one of the first new coin-operated washers made by his company. Consumer products distributors will handle it in four colors.

THIS WEEK'S COLOR TV

MONDAY (All Times E.D.T.)

- 6 A.M. (NBC) Continental Classroom (Monday-Friday)
- 10:30 A.M. (NBC) Play Your Hunch (Monday-Friday)
- 11 A.M. (NBC) The Price Is Right (Monday-Friday)
- 12:30 P.M. (NBC) It Could Be You (Monday-Friday)
- 2 P.M. (NBC) Jan Murray (Monday-Friday)
- 11:15 P.M. (NBC) Jack Paar (Monday-Thursday)

WEDNESDAY

- 8:30 P.M. (NBC) The Price Is Right
- 9 P.M. (NBC) Perry Como

THURSDAY

- 9:30 P.M. (NBC) Tenn. Ernie Ford

SATURDAY

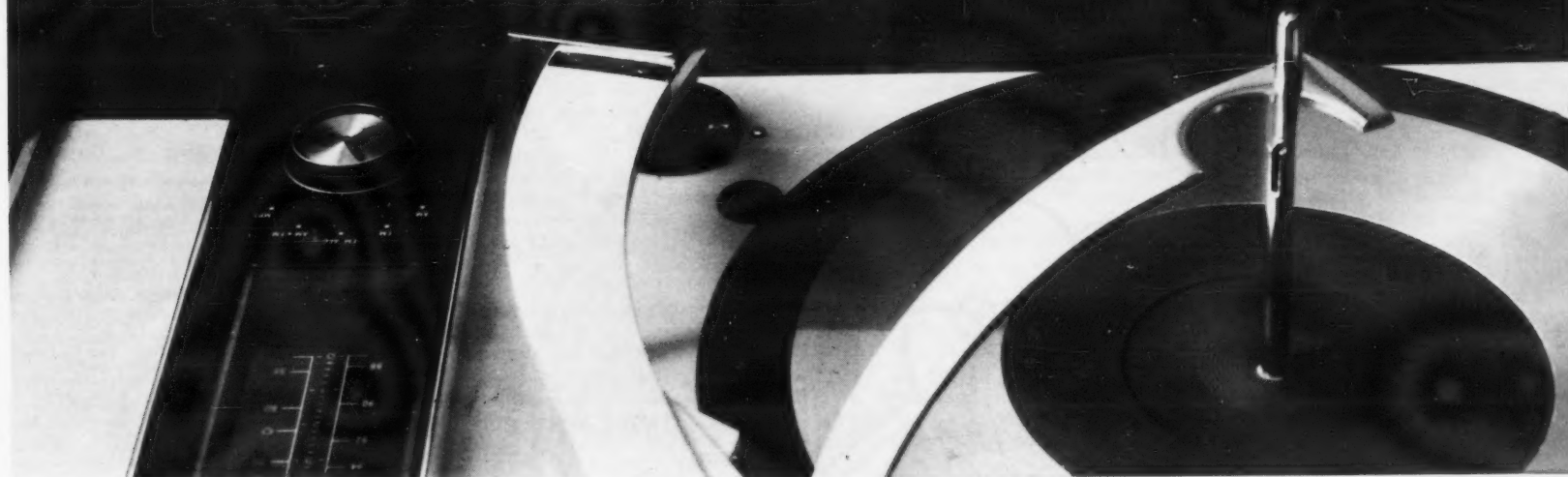
- 10 A.M. (NBC) Shari Lewis
- 10:30 A.M. (NBC) King Leonardo
- 7:30 P.M. (NBC) Bonanza

SUNDAY

- 6 P.M. (NBC) Meet The Press
- 7 P.M. (NBC) Shirley Temple
- 9 P.M. (NBC) Chevy Show



THE DIFFERENCE IS DEMONSTRABLE!



Your fingers never smudge the sound in General Electric Stereo

This is basic marketing philosophy at General Electric: *to enter a new market only when its products can bring a basic improvement in value to the consumer.*

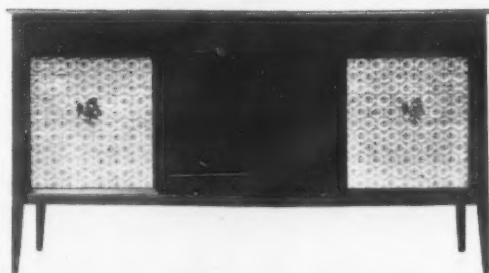
With Stereo, that time is now. And the difference is demonstrable. For example . . . The "Record Saver." Here is one of the most demonstrable features that ever closed a sale. Hand the custom-

er a jacketed record. Ask him to remove it without smudging the playing surface. Then show him how it's done with the exclusive "Record Saver."

For the clincher, demonstrate the "Vacu-Magic Cleaner," a tiny vacuum cleaner, mounted underneath the tone arm. Let him sprinkle cigarette ashes on the record and watch every speck swept up and away as the record turns.

Surface noise has always been objectionable. With the new "Resonance" feature, clean sound is more important than ever before. And General Electric cuts surface noise practically to zero with these exclusive advancements.

This is part of what we mean by the "demonstrable difference" General Electric retailers enjoy. You can hear it, you can see it, you can *sell* it!



RESONANT STEREO

Progress Is Our Most Important Product

GENERAL ELECTRIC

Audio Products Section • General Electric Company • Decatur, Illinois

Dealers Advise Westinghouse

Nine appliance dealers hold first meeting with top brass at Columbus and Mansfield plants. Dealers gripe; company acts

EM Week found that dealers chosen to serve on Westinghouse's national dealer council arrived for the first three-day session with skepticism. They expected little more than a publicity stunt and a Cook's tour of the two Ohio plants.

But now, the nine dealers are impressed and enthusiastic about what they accomplished and prospects for future meetings. Why the change in attitude? Here's how John J. Anderson, marketing manager for Westinghouse major appliances, explained it:

"We showed 'em we meant business," Anderson thumped. "This first meeting was on quality and quality control and the council



NINE DEALERS, members of Westinghouse's national dealer council, await their turn to sound off to top management in first advisory meeting.

asked that dealers be given a crack at field testing. So we shipped models of our new two-door refrigerator to them for testing before it appears on the market."

"We gave them action on that right away. And as for the many other valuable suggestions they made—we put them all on a list, item-by-item and model-by-model," Anderson continued. "And in a

column next to the suggestions we wrote down just exactly what action we are set to take on each one. That's how we showed them we mean business and value their help."

The dealers themselves were no less satisfied with the first attempt to give them access to top management.

Continued on page 49

LETTERS

EM Week welcomes expressions of opinion from its readers for publication, subject, of course, to final editing and approval by editors.

Address Now Known

EDITOR, EM WEEK:

Your issue of Sept. 12, in the

Letter to the Editor column had a postscript that listed our address incorrectly.

It gave the old address of the association in Cincinnati. I have been handling this organization, along with the Electrical Assn. of Kansas City, for the past five years at the address given below. Thought you might want to correct the record.

JOHN S. McDERMOTT,
EXECUTIVE SECRETARY,

**NATIONAL APPLIANCE
SERVICE ASSN.
2201 GRAND AVE.
KANSAS CITY 8, MO.**

You Swamped Us

The record response to EM Week's offer of a Christmas advertising mat service has, frankly, overwhelmed us. Please be patient. The mats will be sent you as soon as it is possible for us to dig out.

Whats another 'built-in' feature
in a home besides a mother-
in-law?



ANS. SEE GENERAL ELECTRIC HOME LAUNDRY ADVERTISEMENT OCT. 24.

**ELECTRICAL
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IAEL Heard Industry Leaders, Elected New Officers At Silver Anniversary Conference

"THIS INDUSTRY'S IN A HOLE but we can and will climb out of it," NEMA Managing Director Joseph F. Miller fervently told the International Association of Electrical Leagues. The card still carries the name of an earlier speaker.

NEW IAEL PRESIDENT W. M. Freudigman (right) of Providence, R. I., and Past President Clifford C. Simpson of Chicago skim through a report at the IAEL's annual business meeting in Kansas City. (See story on page 41.)

Gasmen Fired For Fuel Duel

CONTINUED FROM PAGE 1

going AGA president and president of the Nashville (Tenn.) Gas Co. "We don't intend to sit and wait for manna to fall from the heavens . . . We must move forward at full speed or risk being left behind by competitors whose pace might be swifter."

Ligon went on to outline the areas where competition would be keenest—and where the gas industry planned to concentrate its forces:

- The energy market, where coal and oil—as well as gas and electricity—are in the running.
- The appliance market, where AGA estimates gas utilities and dealers can sell from 51 to 57.5 million units in the next five years.

"Certainly we will not be content to settle for 51 million when, by exerting greater effort, we can boost sales by at least 10%," Ligon warned.

Getting to the meat of his message, Ligon called for a return to merchandising by the gas utilities. "Let me stress that utility merchandis-

ing is not and cannot be a substitute for a strong dealer program," he conceded. "In the retailing of appliances to the consumer, however, only the gas utility has the incentive to sell gas. Only the gas utility will put the emphasis on the 'top-of-the-line.'"

"If we are going to build a healthier climate for gas appliances and equipment . . . and the gas industry . . . cooperation is the most potent weapon of achievement at our command," Wendell C. Davis, GAMA president took up the battle cry where Ligon left off. Thus revealing his weapon, Davis went on to outline the battlefield:

- "We have the job of maintaining and increasing our statistical superiority in the areas of cooking, water heating and house heating.
- "We have the job of convincing the American public that gas for air conditioning and refrigeration offers more pluses than the use of kilowatts.
- "We have the job of accelerating the sales of gas for clothes drying and for gas incineration.
- "We have the further job of developing the markets for the newer appliances and newer household uses for gas."

What's at stake in this fuel fight? Davis saw it this way: "Through the sales performances and industry expansion of the next 10 years, will come a determination of the relative importance of gas, electricity and oil as household fuels . . . One will emerge as the most important fuel in the mind of the American consumer. The other two will have to measure their progress . . . [against] the then-leading industry."

This fighting tone, always stressing competition and goals to be reached, was echoed up and down the aisles of AGA's gas-light-lit "Festival of Flame" exhibit.

• "Our profit is as much concern to you (utilitymen) as to us (manufacturers) . . . You must depend on us . . . to compete with General Electric, Westinghouse . . . and the other electrical manufacturers." Robert H. Quayle Jr., Norge Sales Corp. president.

• "It's been said from time to time that all the gas industry needs is a few giant companies like Westinghouse and G-E. The truth is, we've got them. Every big name associated primarily with electric appliances . . . is already producing gas consuming devices." Chester Stackpole, AGA managing director.

Disposers: Gas Dark Horse?

Incinerators—now called disposers—appeared the sleepers at last week's AGA exhibit

Though the units have been around for 15 years, they're only now beginning to catch fire. Two reasons:

- Manufacturers dropped the name incinerator—with all its smoky, smelly connotations—and started calling the units disposers.
- AGA tightened its restrictions on disposers in January, 1958, forcing manufacturers to bring out today's "smokeless, odorless" models.

Disposer makers have joined hands to push their products in a rare let's-not-compete-let's-cooperate move. Six of them—Calcinator, Caloric, Joseph Godeer Incinerators, Locke Stove Co., Majestic and Martin Stamping & Stove Co.—held down one booth at the AGA exhibit in Atlantic City.

So far, said F. H. Martin, of Martin Stamping & Stove, cooperation has paid off. Spokesmen for the manufacturers agreed they should sell some 55,000 units in 1960, compared to 43,800 last year.

How do gas disposers work? Robert Smith, assistant national sales manager for Joseph Godeer, explained it this way: "They burn 95% of your garbage—everything but bottles, cans and foil—in one chamber. Then, they burn off the smoke and odors from that first chamber in a secondary chamber."

Prices on the gas units run from \$100 to \$200. Dealer margins average around 35%. What about competition from electric units? "Those little sink things will handle only about 8% of your garbage," Martin said.

Sears Adds Gas Refrigeration For A Test

A Whirlpool-built, Coldspot-labeled gas refrigerator turned up at last week's AGA convention. Next step? Limited test selling in five key cities.

Whirlpool has never tried to conceal (EM Week, Oct. 10) a fervent hope that giant Sears, Roebuck & Co. would push its interesting-but-costly gas refrigerator (about \$600 with trade for a 13.2-cu.-ft. unit).

Sears' tremendous ad and promotion budget, plus its fantastic volume, could:

- Give the gas box plenty of badly-

needed exposure, and very possibly

- Eventually bring about a reduction in its price.

Sears admitted it was just about ready to take the plunge. Initially, the company will sell a limited number of boxes (no more than a thousand) through retail outlets in Chicago, Los Angeles, Baltimore, Houston and Pittsburgh.

The final shipment of refrigerators has reached Sears' stores. A substantial ad campaign will kick off the test selling period, which

will run through the end of the year.

Local Sears' officials will decide which stores will carry the unit, and its selling price in each test market area. First indications were that the Sears' price and Whirlpool's price won't be too far apart.

If the test units sell—and Sears seems to be working under the assumption they will—the company will begin buying 1961 models in quantity next January. The 1960 and 1961 models will be basically similar in features.

Big Mower Question: Can A Seal Sell Safety?

Everybody agrees that safety standards should help cut accidents. But there's disagreement on whether the new rules will knock promotional manufacturers clean out of the business

All the mower people at the Hardware Show in New York's Coliseum were talking safety last week because mounting accident rates, adverse publicity and even restrictive legislation—coming at a time when the industry faced its first sales sag since the war—emphasized the impact that safety has on the business.

There weren't many manufacturers who didn't have a new safety starting mechanism, a discharge chute designed to force flying objects into the ground or a blade that was recessed farther up into the deck. But the big news came from the Lawn Mower Institute.

"We've got a set of safety standards," said Harold K. Howe, secretary of the institute. "Three years ago, manufacturers initiated a research and study group to look into the problems of safety. The culmination of the study will be a new 'American Standards Safety Specification for Power Lawn Mowers.' It will be released soon," he explained.

Howe stressed that 90% of all accidents are the results of careless operation and that manufacturers have been doing all that they could to give the public the safest equipment possible. "It's that other 8% or 9% that we were concerned with," he continued.

Here's how they'll work: Manufacturers who have made their mowers in compliance with the safety standards will be awarded a seal of approval to put on the machines. "This," said Howe, "will give buyers, dealers and the public a criterion on which to judge respective equipment."

"We don't expect all this to happen overnight because most manufacturers are already in production for 1961. But," concluded Howe, "we look for all members of the institute to be able to comply with the standards by the latter half of the year or at least on their 1962 models."

What effect will standards have on the market? A Midwestern distributor for a large manufacturer thinks "these standards will mean that some of the garage-door operators will have to retool from the bottom up. A lot of them will fold."

Another said, "We're happy to see something like this happening. It will force the marginal guys out of business because they won't be able to continue to make price merchandise if they've got to meet safety specifications."

"We've been complying with safety standards all along," said Morris Levey, president of General Appliance Manufacturing Co.—a promotional manufacturer. "There are no secrets in this business. Anybody who turns out machines with no regard for safety doesn't need to worry about standards—he'll die a natural death."

"If the standards set by the institute are realistic in the sense that other manufacturers besides members can comply," continued Levey, "I can see no reason why promotional manufacturers can't go along." Levey also pointed out that even if it did force his costs up, it would do the same to others and he would be in the same relative position. He's still selling promotional mowers.

"I'll go them one step further," said Wally Schwartz, general sales manager for M. Lober Associates. "I'll write to my Congressman asking that a government agency be set up to test all machines before they're put on the market. At least that way, we'll be certain of an unbiased inspection and set of standards."

"What these people are really saying," he continued, "is that, though they've been yelling quality and engineering, they haven't been able to produce a really safe mower. Look at 'Consumer Reports.' It proves what I've been saying when 31 of 44 mowers tested failed to meet safety requirements."

Business might have been down last year but it was hard to believe judging from the number of mower manufacturers displaying at the show. Everybody agreed that business was down for the industry but none was willing to say that they had suffered. The consensus among the name brand manufacturers was that the promotional makers lost business while they gained or remained about even. The story was the same on the other side.

"A definite trend to quality" was the phrase used by several mower makers to describe last year's market. "Distributors and dealers have indicated that they're sick and tired of making \$6 profit and having \$10 worth of headaches," said a spokesman for Lawn Boy. D. H. Hartmann, vice president at Moto-Mower, said that sales last year showed "a marked increase in the high-ticketed merchandise. Our \$189.50 reel-type mower went particularly well last year," he concluded.

"Reels were up last year, according to what we've been able to learn," said Hartmann, "and rotaries were down. Riders, with all the attach-

ments, are getting bigger every year. Tillers remained at about the same level that they were at last year."

Briggs & Stratton spokesmen confirmed that reels were making a comeback. They pointed to increased orders for engines with horizontal crankshafts—the kind used in reel-type mowers. Best industry estimates are that reels got from 10%-12% of the market last year and will get even more in 1961.

Prices will be slightly up in 1961. Manufacturers indicated that motor and metal costs have forced them to raise prices from "about \$3 to \$5 across the board."

A real shocker for the industry was the introduction of a new line of battery-powered mowers by West Point Products Corp., West Point, Pa.

The line includes one reel (\$190) and two rotaries (\$124 and \$149) and, according to the company president, Thomas Mascaro, the machines will "mow up to 15,000 square feet of lawn in one mowing and can be recharged in 48 hours by plugging the recharging unit into ordinary house current."

The unit is powered by a new battery that was designed in cooperation with the Electric Storage Battery Co. "This 12-volt unit is the only battery in existence that can be kept in a discharge state without being ruined," claims Mascaro.

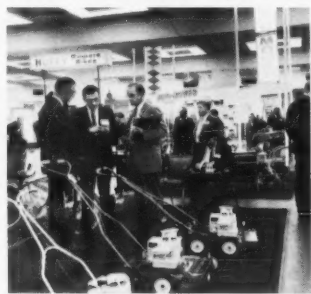
Mascaro told EM Week that he already has orders for 5,000 units and is gearing for the production of at least 20,000 units by next spring.

Have-nots in the industry said the new mower posed no threat for them. They claim the battery is too heavy and that there's potential danger from spilled acids and the blade that keeps spinning after the machine is shut off.

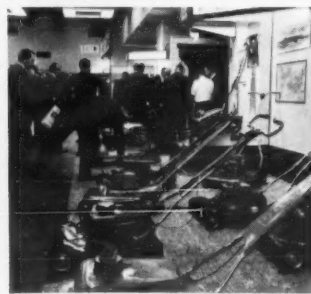
BUYERS discuss mower lines in front of Eska display.



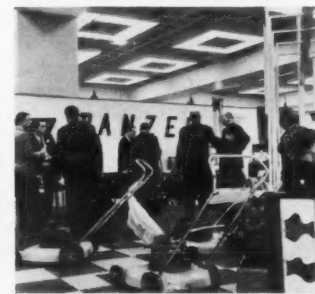
"FIND me a good deal and we're in business," says one.



MOWER housing at Gemco booth gets buyer's once over.



DISPLAYS like this stopped traffic at the Coliseum.



PROVOCATIVE is the word that best describes this mower.



Karting: Business That's Up For Grabs

Sears, Wards, wide range of outlets now in \$150 to \$300 kart selling, say makers at New York Hardware Show

Karting is an almost-national institution which has grown—from a \$15 million business at retail last year to \$30 million this year—around a low-slung, four-wheeled motorized vehicle called a kart, or a go-kart.

Karting calls itself a "family sport." Kids under 14 drive at 15 miles an hour on supervised tracks in under-\$150 karts. Daddy in the

50-to-80 miles per hour supervised race class favors the \$300 model—or goes wild in the \$850 to \$2,000 super class at the Olympics of karting at Nassau, Bahamas.

Distributionally, karting has not yet found a home. Half a dozen leading makers brought new lines to the National Hardware Show at New York's Coliseum last week: Hardware because of karting's natural affinity for power mower outlets—two-cycle mower engines are dominant in karts. Some kart makers go direct; some use distributors—who range from major ap-

pliance wholesalers to tent and awning jobbers. Dealers—at 40% off, direct—range from Sears to sewing machine salons and include Wards, department stores, appliance stores.

Since last year's show when we first spotted karts (EM Week Dec. 21), concessionaires have swept into karting with \$6,000 tracks (50¢ a ride five times around a sixteenth-of-a-mile course) and have boomed it well beyond the 5,000 civic group-sponsored tracks which formerly contained the sport. New customers graduate to their own karts daily.

Karting is both a package—the ready-to-race Sears unit sells for \$189 to \$229—and an add-on business: half a dozen types of special tires, wide range of power-mower-type engines, clutches, bumpers, safety accessories, upholstery, helmets, bodies, self-starters are among the choices.

Who is the karting dealer? "He's any karting enthusiast who wants to set up a department, promote karting, service and sell up," according to the consensus of makers at the show. For information write USKA (U. S. Kart Assn.), 615 N. Delaware St., Indianapolis 2, Don Beebe, executive secretary; write EM Week, 330 W. 42nd St., New York 36, N. Y.

First and only
from
SYLVANIA

reflection-free
portable 19"
TV

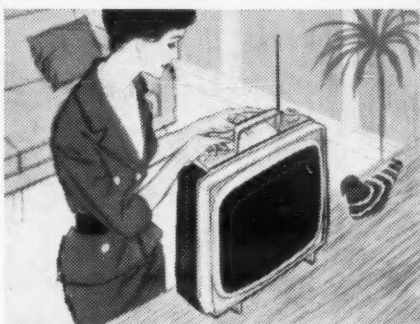
(measured diagonally*)

New Sylvania portable with
Slim 'n' Square styling
available in choice
of four color combinations:
Sahara Tan & Cloud White,
Tropic Green & Surf Green,
Lake Blue & Cloud White,
Morocco Brown & Cloud White

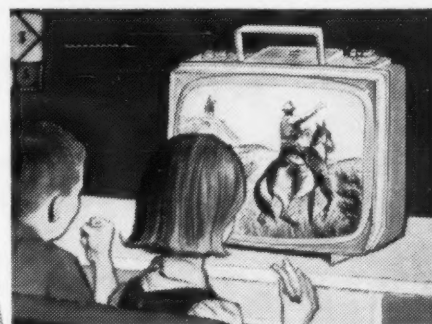
Watch for the lady in red,
coming soon from your
Sylvania distributors.



First and only portable TV with reflection-free "satin finish" safety screen. Gives a big squared 19" picture with no annoying reflections from windows, lamps, floors or bright objects indoors or out. Your customers enjoy a clear, satisfying picture anywhere.



First and only portable TV with powerful new Super Triode Tuner and new top-front sound system. Super S-110 chassis with 25-tube performance and built-in antenna assures superb reception even in "fringe" areas. (Look for dazzling ads in *Life* and *Post*—listen for dynamic commercials on NBC radio network "News on the Hour.")



First and only portable TV with reflection-free shatterproof screen for extra safety in the home. Locks out dust and dirt that dull the picture on ordinary TV. Once your customers see this beauty, they'll want to carry it home. And they can—because it's *so light and priced so right!*

Quality you can bank on—in TV, Stereo High Fidelity, and Radio

*174 sq. in. viewing area

SYLVANIA

Subsidiary of **GENERAL TELEPHONE & ELECTRONICS**





EVERY YEAR, this National Cash-and-Credit System pays for itself!



INTERIOR of Buchanan's TV.



T. B. BUCHANAN, OWNER of the store bearing his name.

"Our *National* Cash-Charge System
saves us \$2,325 a year...
pays for itself every 12 months!" —Buchanan's TV
Sanford, North Carolina

"We've gained a great deal of efficiency since installing our National System. Here are some of the reasons . . .

"First of all, our National Cash-Charge System records each charge sale simultaneously with the transaction . . . not later . . . thereby preventing forgotten charges. This feature saves us considerable bookkeeping time; saves customers displeasure over delayed charge balances.

"Our National System also saves us time because it handles cash sales promptly . . . without lengthy mental totaling. This efficient system saves

us time by providing us with continually up-to-date sales information. We regularly save many hours each week in bookkeeping.

"With all of these benefits—and many more—our National System continually saves us money. Specifically, we save \$2,325 a year! This means that our National System pays for itself every 12 months."

T. B. Buchanan

Owner of Buchanan's TV.

Your store, too, can benefit from the many time- and money-saving features of a National System. Nationals pay for themselves quickly through savings, then continue to return you a regular yearly profit. National's world-wide service organization will protect this profit. Ask us about the National Maintenance Plan. (See the yellow pages in your phone book.)



*TRADE MARK REG. U. S. PAT. OFF.

National*

CASH REGISTERS

ADDING MACHINES • ACCOUNTING MACHINES

ELECTRONIC DATA PROCESSING

NCR PAPER (NO CARBON REQUIRED)

THE NATIONAL CASH REGISTER COMPANY, Dayton 9, Ohio

1039 OFFICES IN 121 COUNTRIES • 76 YEARS OF HELPING BUSINESS SAVE MONEY

YOUR personal BUSINESS

If you're plagued by the Soggy 60's, the fabled Soarers that haven't made it off the ground yet, a Chicago company may have the answer. It's selling "Jinx Removing Spray" in aerosol cans. Price: 90¢.

AND.....

There's been a rash of recent tax developments: Internal Revenue Service (I.R.S.) rulings, court decisions, laws passed by Congress. Here's a rundown of some of the ones which might have slipped your attention . . . but which might affect you or your business.

• If you pay the medical or dental expenses of a dependent parent, 65 or over, you can deduct all those expenses up to \$2,500 a year on your federal income tax return. The same rule applies to taxpayers, 65 or older, who pay their own medical bills. For both groups, expenses for drugs are deductible, but only those expenses in excess of 1% of adjusted gross income.

Up until this new law, a person paying medical and dental expenses for dependent parents, 65 and over, had to treat those expenses the same way he treated his own: He could deduct only that part of those expenses which was in excess of 3% of adjusted gross income.

• If you pay an employment agency a fee for finding you a job, that fee is not deductible as an expense incurred while doing business. I. R.S. has ruled that such a fee is a personal expense. Why? I.R.S. says that though you usually pay the fee after you get the job, you become obligated to pay it when you're still looking.

The new ruling is in line with stated I.R.S. policy which denies deduction of expenses incurred in seeking employment. Apparently the ruling was made because I.R.S. had never specifically overruled a 1920 ruling that allowed individuals for fees paid employment agencies.

• If you fail to ask for reimbursement of your business expenses, you can't deduct them. Ordinarily, an employee can claim a deduction against his own taxable income for any business outlays his employer does not reimburse.

The Sixth Circuit Court of Appeals made this ruling in the case of a sales executive for a national company who ran up more expenses than he asked to have reimbursed. He used the money to buy presents for store managers. And he told the court reimbursement would have spoiled the personal touch.

• If you're in the habit of cussing the government and its taxes for excessively high nightclub tabs, hold off. Congress has cut the tax on those bills by half—from 20% to 10%.

• If you've had any bad debt losses this year, you might get a better tax shake on them because of a recent I.R.S. ruling. The revenueurs have had second thoughts about the way you can treat losses incurred by paying off a corporation debt you have guaranteed.

A ruling earlier this year held that you must treat such losses as non-business bad debts, or capital losses. In other words, you could deduct them only to the extent of any capital gains plus \$1,000 of taxable income.

Now I.R.S. says such losses may be regarded as business bad debts—fully deductible—if you can show the obligation is closely tied to your own business operations.

AND.....

Starting the end of next year, the Post Office will refuse to handle certain shapes of envelopes in first- and third-class mail. Here are some of the new rules: (1) Envelopes must be at least 3x4½ in. (2) All envelopes must be rectangular, with a length-width ratio of 1.414 to 1 or more. That means squares, octagons and irregular shapes are out.

A DEALER SALESMAN:



Selling Those Teen-Agers Can Make You An Old Man

The trouble with youth, I once heard, is that it is wasted on the young. I am sure that you have read where the buying power of the teenage market is greater than ever. Maybe so, but too often it seems that the teen-ager's buying spirit has unfortunately far outdistanced his buying power.

Let us have no doubts about it, the teenager is easy to sell. It is only when it comes to paying for the goods that he is in trouble.

For this reason, quite a few salesmen, including yours truly, I must confess, feel it is a waste of time to wait on a teen who looks to be of school age and will shoo him out of the store, especially on a big ticket item.

But occasionally how wrong you can be. A short time back, a pimply-faced kid, about 17, comes into the store and asks for a portable TV. I do not know what comes over me, maybe it is because it is a slow day and I am glad of the chance to talk to any one, but I take him through the line, give him prices, one eye out to dump him as soon as a bona fide customer walks in.

That night he comes back, says "I will take that portable" and gives me \$150 cash. Needless to say, I am stupefied, but not half as stupefied as I am the next day, when a man walks in and asks for me. He says he is the youth's father, that he deeply appreciates the patience I showed his heir, and since the family is in the market for a refrigerator, range and washer, they have decided to buy it from me because I am a gentleman. I am still blushing modestly as I write up the order which comes to \$700.

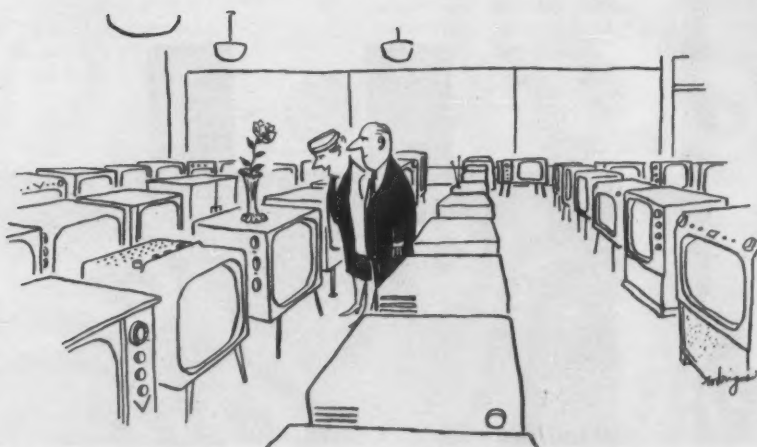
It is a misfortune that not all parents take a sale to a teen in the same manner. A few weeks back, a pretty little teen doll comes in to look at a record player. She tells me her grandparents have given her \$50 for her birthday. After ascertaining that she is in actual possession of the cabbage and not just a promise, I show her several. With the natural enthusiasm of youth, she chooses one for exactly \$49.95. She hands me the 50 and I wrap up the machine for her. A few hours later, her dad comes storming into the store with murder in his eye. "What's the idea of selling my kid that record player," he rants. I face him right back and tell him it's a good value. "I didn't say it wasn't," he screams, "but now I have to listen to Rock and Roll all day," and he turns on his heel and stomps out.

Sometimes a teen will come in with only a couple of bucks in his jeans. It is easy enough to induce him to leave same as a deposit on the layaway plan. The trouble is that a layaway for the kid is usually a year-long proposition even on a \$50 item, and after a payment or two, it begins to look too tough and they lose interest. I have a file full of such orders which sometimes I have difficulty in explaining to the boss why they are no good.

The working teen has the buying power. Plenty of them have jobs and earn good money. They feel they can buy on time like anyone else in similar circumstances. The only hitch is that the bank looks with jaundiced eye on the signature of anyone under 21, no matter how noble their intentions.

Maybe just as well. I once sold a phono on credit to a 17-year-old who swore he would bring in an adult to sign for it. The "adult" came in all right. Only he proved to be 19½.

ABOUT THE AUTHOR—For reasons which become obvious as you read this column, the author does not wish to be identified. He is, however, exactly what he claims to be—a hard-working retail salesman who has problems (and solutions) which he shares with you here once a month.



"I like this one."

TAGGED FOR

NEW HOTPOINT ALL-FABRIC TOUCH COMMAND WASHER

*Amazingly Simple...Simply Amazing...
It's All-Pushbutton!*

One look at the new 1961 Hotpoint Touch Command automatic tells you here's a washer designed for modern washing—and profitable selling. Set in its unique free-span control panel are pushbuttons for every washable, just touch the one that matches the fabric load, and Hotpoint takes over. Your customer gets proper wash and rinse times, temperatures and speeds for anything from diapers to delicate synthetics—automatically... at the touch of a single button. And Touch Command comes in distinctive new Windsor Gray! Sell up to the all-new Hotpoint Touch Command for 1961!

Check all these other powerful step-up features:

Automatic Dual Dispenser for bleach, rinse conditioner

Wrinkle-free washing for all fabrics

Full-time Underwater Lint Filter

3-Level Fill Control saves water on partial loads

Automatic detergent dispenser

4 Indicator Lights lets you see progress of wash cycle

Distinctive New Free-Span Design!



Custom Crest Pair
Models LW195-LB195

**ONLY HOTPOINT GIVES YOU
SUCH A COMPLETE LINE**

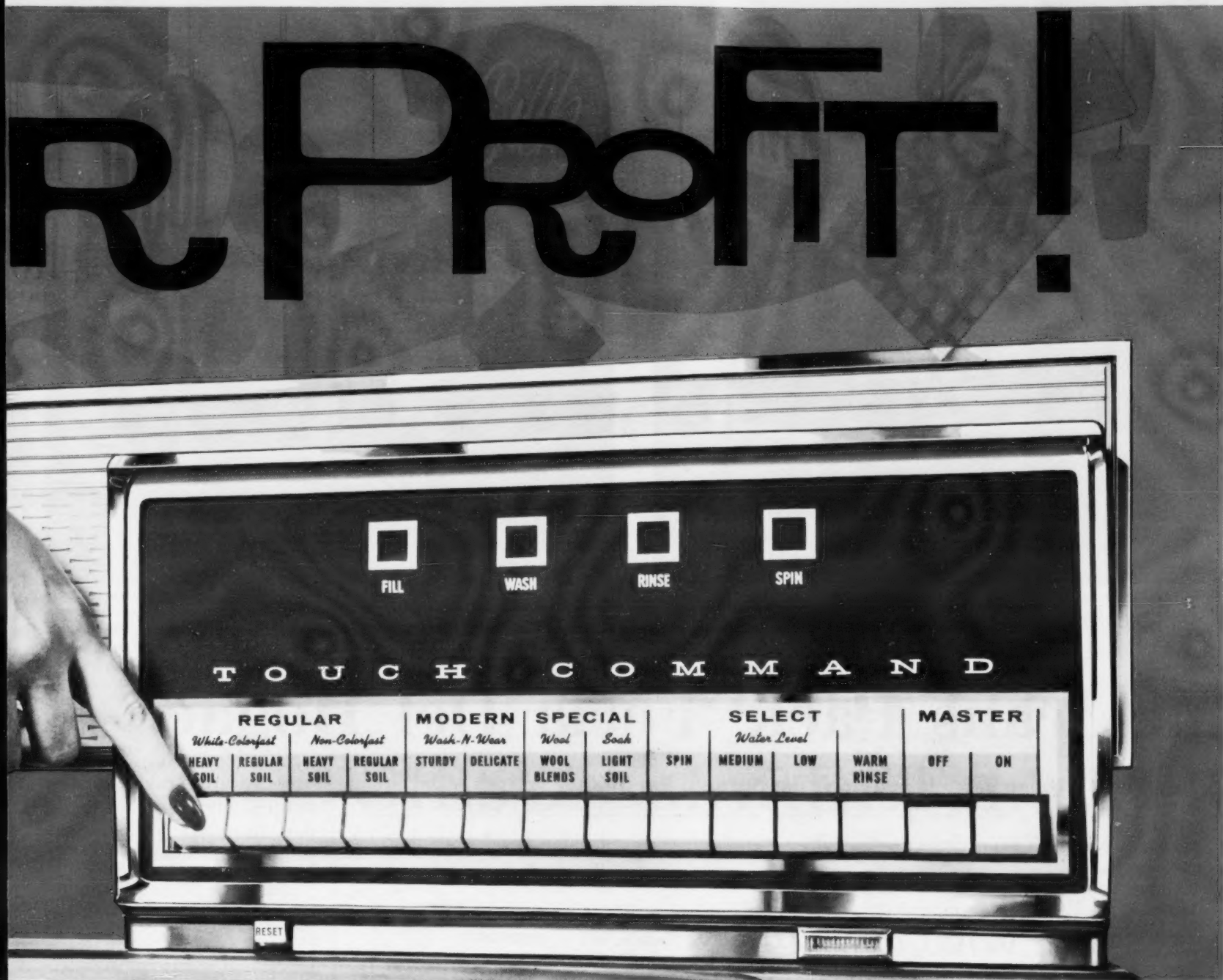
and every model is

ALL PORCELAIN
inside and out! →

Hot



A Division of General Electric Company
Chicago 44, Illinois



Model LW190—Touch Command all-pushbutton washing with Free-Span styling.

Model LW180—Touch Command pushbutton and 3-cycle dial control ...with Free-Span styling.

Model LW170—Four-speed flexibility plus 6 combinations of water temperatures.

Model LW160—Two wash and spin speeds plus full selection of water temperatures. Available with Suds-Stor Water Saver, Model LW1606.

Model LW141—Six combinations of water temperatures, 3-way partial load control, 3-cycle dial.

Model LW140—Pushbutton water temperature selection, partial load control. Available with Suds-Stor Water Saver, Model LW1406.

point

ELECTRIC RANGES • REFRIGERATORS • AUTOMATIC WASHERS • CLOTHES DRYERS • CUSTOMLINE® • DISHWASHERS
DISPOSALL® • WATER HEATERS • FOOD FREEZERS • AIR CONDITIONERS • ELECTRIC BASEBOARD HEATING



SPECIAL DEAL is being offered this Mexican family by Mogsa Appliances in a typical booth at the home fair. About 25,000 showed up on weekdays and some 50,000 visited the fair on Saturdays and Sundays to gape at wares.



WITH JAPANESE LANTERNS GLOWING, the manufacturers from Japan exhibited their electronic products and drew interested stares from visitors. Biggest interest was in hi-fi stereo. Visitors loved records played at full volume.

Mexicans Pack 'Feria Del Hogar'

That's "Home Fair" if you don't dig Spanish, but 50,000 persons a day spells success in any language. The month-long show closes today in Mexico City's national auditorium

*What gets all the dirt
besides Mrs. Fetzler?*



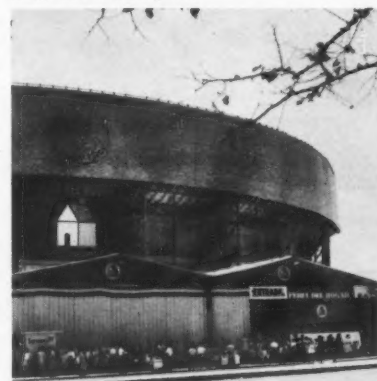
ANS. SEE GENERAL ELECTRIC HOME LAUNDRY ADVERTISEMENT OCT. 24.

Some of the biggest names in the appliance industry serving Mexico occupied 522 booths at the exhibition. Such well-known North American concerns as General Electric, RCA, Admiral, Packard-Bell, Hoover and Easy were joined by Japanese manufacturers, including Kobashi and Toshiba, and manufacturers from Poland, Yugoslavia, Czechoslovakia and other nations.

The show coincided with the 150th anniversary of Mexican independence from Spain and the 50th anniversary of the 1910 revolution.

The results? It was still too early to be sure last week, but appliance dealers and distributors in Mexico City said that combining appliances with showings of foods, clothing and home furnishings drew crowds who were in a buying mood.

NATIONAL AUDITORIUM, home of the fair, looks like a giant, enclosed ring for bullfights.



Rural Electric Co-Ops Push Medallion Home Promotions

The leaves aren't the only things turning to gold in the country this fall.

The National Rural Electric Cooperative Assn. is going all out with 1961 promotion plans tied to the Gold Medallion Home program. An EM Week survey of 423 member systems showed 250 systems already a part of the Medallion Home program, and a good number of the rest interested in joining up. The survey also indicated the most popular promotional incentives among the member systems: Consumer financing, cash incentives and wiring assistance. The 1961 program will collect these features under the broad framework of the Medallion Home program. Goal: Gold Medallions on 25,000 homes.

The Gold Medallion idea of "total electric living" has been confined for the most part to new homes. But NRECA hopes to extend the concept into the rural electrical modernization market, where sales prospects outnumber new homes 20-to-1. Minimum standards for a Gold Medallion home have been worked out, taking into account the specific problems of rural electrification, and allowing some flexibility because of varying and special local situations.

To receive a Gold Medallion, a home must have an electric range, water heater, and two other major electrical appliances. Wiring should follow the recommendations in the Residential Wiring Handbook. Minimum requirements in each area must qualify under the National Electric Code. Lighting standards should follow Light for Living standards. Electric heating, either resistance or heat pump, must be used throughout the house. Some systems also award a Bronze Medallion, which go to houses which meet all Gold Medallion requirements with the exception of the heating system.

Four promotions have been scheduled to run under the banner of "Total Electric Gold Medallion Living." At the core of the promotions is a cash certificate offered by the rural electric to members buying during the promotions. It will be exchanged for either cash or merchandise.

In February, March and April, the battle against gas will be waged with clothes dryers, washers and water heaters. Suggested incentive payments are \$20 for a water heater, \$15 for a dryer, and \$15 for a washer. Following the idea of complete electrical living, the promotion will push combination sales of water-using appliances with a water heater. An additional bonus of \$25 is suggested if all three appliances are purchased at the same time. Normally, a \$25 incentive is offered on each of these appliances, but cutting back on the amounts will enable the systems to pay the combination bonus. An alternative plan would offer the water heater free with the purchase of a washer and dryer. The incentives usually offered on the appliances should cover the cost of the heater.

Refrigerator-freezers and air

conditioners will take their place on the bandstand from May 15 to July 15. Suggested incentive payments are \$15 for a refrigerator, \$20 for a refrigerator-freezer combination, \$20 for a food freezer, and \$25 for an air conditioner. The heavy power use of air conditioners may make additional wiring necessary, so free wiring and installation is suggested as an additional or alternative incentive.

August and September will be the months for the kitchen promotion. Suggested incentives are \$30 for a range, \$25 for a built-in range

or oven, \$10 for a dishwasher, and \$5 for a disposer.

Small appliances will be promoted from Oct. 15 to Dec. 15 to cash in on the Christmas trade. Power tools, electric blankets and other small items will be included with housewares in this promotion. Since the sales patterns on these items follow local peculiarities, no uniform national promotion is planned. But NRECA will coordinate the time of the promotion and aid whatever program the statewide or individual system selects.

Consumer financing plays a large part in rural area promotions. About one-third of the rural electric systems already have financing plans. Most use general funds to make purchasing money available at low interest rates. But NRECA

wants to make it easier to buy appliances on time. It is promoting a Willie Wirehand Credit Card to expand the various systems financing programs and cut through the red tape of credit buying.

The credit card will be automatically issued to a consumer member who has established his credit. There will be no general mailing of cards to all members, unless the system uses them as member identification. The card will be honored by dealers specified on its back (an incentive for dealers to take part in the promotions). Advantages: The cards indicate to dealers that the holder's credit is good; that the rural electric co-op will accept the sales contract and approve the loan, and it will allow purchasers to apply payments for appliances on their monthly electric bills.

NUMBER **45** IN A SERIES
OF WEEKLY GIBSON MESSAGES
TO ALL APPLIANCE DEALERS

12-MILLION PROSPECTS AND NO COMPETITION!

GIBSON MARKETMASTER



Every family which owns (or plans to buy) a freezer needs a freezer-less, all-refrigerator Marketmaster. And that's more than 12,000,000 families—lots more! Gibson got rid of unneeded freezer space in the Marketmaster to provide room for everything, room to spare—and the same even temperature everywhere!



National power behind Marketmaster! Full-page ads in Good Housekeeping and Parents help tell the exclusive Marketmaster story for you. And what a story! Handy Freezerette for daily frozen food needs . . . Conditioned-Air cooling for the even-est cold ever built into a refrigerator . . . lots and lots more fresh food space! Best of all, Marketmaster (the refrigerator for 12,000,000 freezer-owning families) is exclusively yours from Gibson!

SEE THE NEW MARKETMASTER
AT YOUR GIBSON OPEN HOUSE!

get going...get

Gibson

Gibson Refrigerator Division of HUPP Corporation, Greenville, Michigan

PEOPLE in the NEWS

Frigidaire—Harry H. Ward has been advanced from supervisor to manager of the Canadian and export department. He succeeds Emmett N. Madden who retired.

Donald C. Schaffer has been promoted to manager of the product service department. Warren L. Hoops, formerly supervisor of the department, has been named to succeed Schaffer as general supervisor of the service technical division.

Stromberg-Carlson—Howard W. Hibshman has been appointed sales manager of consumer products. He formerly was national manager of market development for Magnavox.



Hibshman
of Stromberg



Cohn
of King

King Refrigerator Corp.—Martin B. Cohn has been appointed vice president in charge of sales. He was sales manager of the stove division of the Welbilt Corp.

Whirlpool—D. W. Vaughn will be general manager of the newly

formed icemaker component division. He formerly was director of industrial relations for the company's refrigeration division.

Philip Carey Manufacturing Co.—Graham Milner has been named merchandising manager of Miami-Carey products, including ventilating fans, range hoods, door chimes and buzzers.

Waring Products Corp.—Michael J. McGreal has been appointed to the New York City sales staff.

Landers, Frary & Clark—Paul G. Garrity has resigned as vice president of marketing to enter his own business of manufacturing and marketing a consumer goods product. He said his further plans will be disclosed later.

Philip A. Fitts was named assistant sales manager of national accounts. He was general manager of the appliance division of the Wholesale Supply Co., Nashville, Tenn.

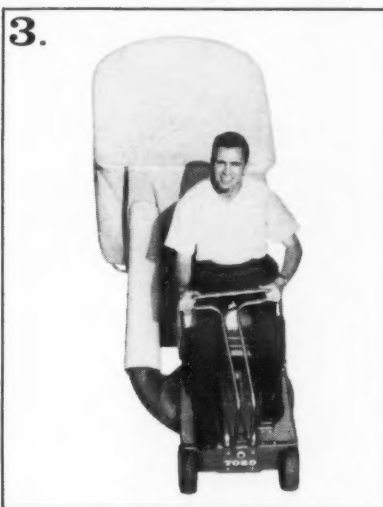
Motorola—George F. O'Brien has been named consumer products manager for a territory including New York, Newark, Philadelphia and Atlantic City. He replaces James Haley who was brought into the factory as field sales manager.

C. Fred Parsons has been named general manager of the company's Chicago factory branch. He has been merchandising manager of the consumer products division. Parsons' former advertising and merchandising duties will be taken over by Robert G. Farris and his dealer development duties assumed by Harry Chrobot.

Look what's new for '61 from TORO®



- ★ New exclusive "Safety-Spin-Start"
- ★ New 122% larger bagging chute
- ★ New attachments for Power Handle® (Lift-off engine)
- ★ New leaf cart for the Pony® Riding Mower



1. WHIRLWIND® Features famous exclusive "Wind-Tunnel"† housing, built purposely to handle a bagging attachment. Bagging attachment not an afterthought, as on so many competitive mowers. Now, bagging chute is 122% larger—eliminates clogging. Exclusive new "Safety-Spin-Start"—operator can't start mower unless he is back of controls. 19" and 21", regular or self-propelled.

2. SPORTLAWN® For customers who insist on "putting green" perfection. Precision blade reel gives high frequency of clip—results in carpet-like lawn. Exclusive "Guard-N-Guide" handle, finger tip control give operator easy, instant control.

3. PONY® The only riding rotary with "Wind-Tunnel" housing. Rides over irregular ground without hanging up because of its floating front end. Now features the exclusive leaf cart that holds 40 bushels. Maximum operator comfort—engine mounted in rear. 25" cut.

4. POWER HANDLE® This exclusive lift-off engine and handle features three newly designed attachments: New 21" Whirlwind rotary mower with Pow-R-Drive. New tiller that tills up to 8" deep, 22" swath. New Snow Hound can clear 75' drive in just 5 minutes. A year-round best seller.

†Exclusive mark of Toro Manufacturing Corp.

Americans Cut Japanese Lead

CONTINUED FROM PAGE 3

doing a greater share of the total than ever before. The Japanese still have the cost advantage, but that isn't as great as it once was and it will get narrower as time goes by.

"We've closed this gap tremendously and we're constantly learning ways and means of closing it even more. This is happening all through our production processes," he concluded.

The following list is a sampling of American and major Japanese manufacturers' suggested list prices on basic six- and seven-transistor shirt-pocket and portable radios.

List indicates model number, if the radio is a shirt-pocket set (pk), or portable (p), number of transistors and list price. An asterisk after list price indicates that batteries, earphone and carrying case are included in price.

ARVIN: 60R70 pk-6 \$29.95; 60R69 pk-6 \$39.95*; 60R38 p-7 \$39.95.
ADMIRAL: Y20601 pk-7 \$29.95*.
CAPEHART: T6203 pk-6 \$29.95*.
EMERSON: 977 pk-7 \$29.95; Jefferson-Travis: JTF pk-6 \$29.95*.
G-E: P830 pk-6 \$34.95; P8501 pk-6 \$39.95*; P815 pk-7 \$39.95.
HOFFMAN: 707 pk-7 \$29.95*.
MAGNAVOX: AM22 pk-6 \$24.95*; AM60 pk-6 \$29.95*; AM80 pk-8 \$34.95*.

MOTOROLA: X-15 pk-6 \$29.95; X-16 pk-7 \$34.95; X-17 pk-8 \$39.95.

PHILCO: T-66 pk-6 \$29.95; T-70 pk-7 \$34.95.

RCA: ITI p-6 \$29.95; ITPI pk-6 \$29.95.

WEBCOR: 305 pk-6 \$36.95*.

WESTINGHOUSE: 772P6 p-6 \$29.95; 732PJ p-7 \$34.95.

SYLVANIA: 6P08 pk-6 \$26.95; 6P09 \$29.95.

ZENITH: R50 pk-6 \$29.95; R100 p-6 \$39.95; R275 p-7 \$49.95.

CHANNEL MASTER: 6508 pk-6 \$29.95; 6509 pk-6 \$34.95*.

DELMONICO: TRB611 pk-6 \$19.95*; 6G-819 pk-6 \$29.95*.

HITACHI: TH627R pk-6 \$29.95*; TH-667 p-6 \$39.95*.

MATSUSHITA: DT-495 p-6 \$29.95*; T-50 p-6 \$24.95*.

SHRIRO, INC.: TR670 pk-6 \$29.95*; TR777 pk-7 \$34.95*.

SONY: TR620 pk-6 \$34.95*; TR-608 p-6 \$39.95*.

TOSHIBA: 6TP394 pk-6 \$29.95; 7TP 30 pk-7 \$39.95*.

Your nearby Toro Distributor has all the facts on Toro's great '61 line. Call him today.
TORO MANUFACTURING CORPORATION, 3027 Snelling Ave., Minneapolis 6, Minnesota, U.S.A.

EUREKA CLEANEREE

FREE!
of extra cost

\$9⁹⁵
BLANKET!

- 100%
Miracle Fibers
- Satin Binding
- Full Double Size
- 5 colors

It's a sale Jubilee for customers! Look at the magnificent blanket they get when they buy a Eureka Cleaner or Scrubber-Polisher!—It's a merchandising Jamboree for dealers! Look what you have to sell!— It's Eureka's Big Fall CLEANEREE!...sellin'est promotion dealers have ever seen! ... kicking off the sellin'est season dealers have ever known!

EUREKA'S THE ONLY ONE WITH SOMETHING TO SELL!

**NEW EXCLUSIVE
FEATURE!**

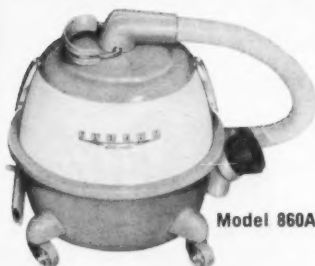
Eureka TRIPLE-FILTER



... dust ordinarily blown
back into rooms!

NEW MODEL!
At New Low Price!

A Deluxe Cleaner!
Hottest Thing on Wheels

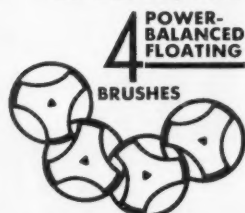


Model 860A-B

NEW LINE!

**NEW EUREKA
POLISHER-
SCRUBBERS**

First and Only With



Polishes Without Streaking
Waxes Without Wandering
Scrubs Without Splashing
Shampoos Without Matting

as low as

\$29⁹⁵



PLUS A FULL STEP-UP LINE

WITH A SOLID DEALER PROFIT
ALL THE WAY!



**Your
Eureka
Distributor!**

Get the premiums and promotion material for the Big Fall Cleaner. Stock up on the line that gives you something to sell!... that pays you an honest profit for your effort! If you don't carry make-money Eureka, your distributor can give you all the money-making details.



**EUREKA IS RED HOT
FOR FALL**

EUREKA WILLIAMS COMPANY
A Division of National Union Electric Corporation
Bloomington, Illinois

now it's **Off fi**

*Admiral does it again!...chalks-up another
record-breaking sales gain for 1960!*

Just last week, latest authoritative figures showed Admiral TV sales for 1960 up a whopping 16.8% compared to an industry increase of only $\frac{1}{2}\%$ *. And now look what's been happening in radios:

ADMIRAL

RADIO SALES DISTRIBUTORS
TO DEALERS

up 42.6%

INDUSTRY

RADIO SALES DISTRIBUTORS
TO DEALERS

up 6.8%*

*Based on EIA estimates of 1960
distributor-to-dealer television and radio sales
through week ending September 9.

Ci a l

in radios, too!



Never before such an overwhelming endorsement of Admiral quality... Admiral engineering...Admiral insistence on All-American dependability in every radio it produces!

Over a quarter of a century ago, Admiral started in business by building radios—*quality* radios! At that time, the company's very survival in a fiercely competitive industry depended solely on a determination it has never lost: *to produce radios that offer the greatest quality-value combination in the industry!*

Today, the overwhelming success of that uncompromising quality-value approach is being felt by dealers everywhere! The official 1960 sales figures tell the story! From coast to coast, *Admiral radios are selling at a rate more than 6 times faster than the industry average!*

And this giant Admiral sales increase is not taking place in just *one* category of radios! Not just in FM, not just in portables, but throughout Admiral's entire 100% American quality line! Transistor and tube types . . . standard and shortwave portables . . . clock radios . . . FM-AM . . . straight AM and FM table models—*all* are moving in record volume!

Yes, official figures show it's true in radios—just as it's true in TV and stereo—there's *bigger-than-ever dealer opportunities* meeting *ever-increasing consumer demand* for Admiral quality products. Our radio sales target for 1961? . . . 1,000,000 units *plus!* Don't miss out! Take steps right now to cash in on the most saleable line of radios in the industry!

Sell big...sell faster...sell Admiral! Call your Admiral distributor today!

MARK OF QUALITY



THROUGHOUT THE WORLD

ADMIRAL®

World's first dryer with ELECTRONIC CONTROL



Close-up of dryer drum
and electronic baffle

Feels clothes with 72 electronic fingers, sets its own drying time, cuts wrinkling, saves ironing

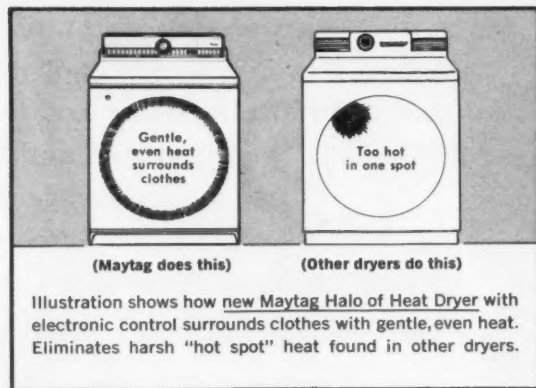
Clothes come out softer, need less ironing, because wrinkles are never baked in.

For the first time clothes can be dried automatically without losing their natural moisture. That's because this new Maytag with electronic control knows exactly when to shut itself off. How does it work? The baffles are wound with 24 moisture-sensitive coils that

"feel" the clothes constantly. At just the right moment, it shuts itself off.

And the Maytag Electronic Control Dryer is also a Maytag Halo of Heat® Dryer, thus combining precision electronic control with Maytag's gentle low-temperature drying.

It's new. It's exclusive. It's the biggest selling news in dryers since their invention. Contact your Maytag Regional Manager or Distributor or *The Maytag Company, Newton, Ia.*



The dryer that combines electronic precision with Maytag dependability...

MAYTAG

"Curb Service" Cuts House Calls

In Chicago, veteran serviceman Norman Foster is convinced that both he and his customers benefit from the "walk-in" service operation he has perfected

A servicing dealer benefits in five ways from offering walk-in service, says Foster.

There's less trucking. Foster once had 15 vehicles to handle home calls, now uses only two.

Customer beefs are eliminated. The set owner can see the repairs being made, thereby eliminating any hocus-pocus often associated with the set being taken into the shop after a home call by a serviceman.

The service is quick. In nine out of 10 cases the set can be repaired in the shop while the customer waits.

Better men are available. Many men will not work on home calls once they've gained sufficient experience to go out on their own, says Foster.

You don't have to allow for "insurance" charges. By insurance, Foster means the usual allowance added to conventional service calls to take care of call-backs and free replacement of parts. In the drive-in operation, the customer sees the new part being installed. And if additional work must be done, the customer brings the set back to the shop for adjustment, thus eliminating a home call.

Foster's shop is set up for quick turnover. The shop is laid out like a currency exchange with waist-high counters on which the set is serviced. The customer wheels the set from his car to the counter on carts built to exact counter height. Foster customers stand and watch because there aren't any chairs along the counters.

Foster is reluctant to talk about the number of calls he handles in the shop but on a slow, hot day in the middle of a summer week recently there were over a dozen tickets in the shop before the peak evening hours had set in.

The walk-in repair concept requires unusual hours for a repair shop. (Foster sells no sets: "I take care of the service and leave the selling to dealers.") The shop is open from 9 to 9 on weekdays, 9 to 7 on Saturdays and 10 to 3 on Sundays. Traffic is heaviest after 6 on weekdays and most of the weekend.

Foster keeps nine men working full time as "general practitioners" on all phases of TV repair. He also has a man who services only tape recorders, car radios and hi-fi equipment. The men are on straight salary.

Minimum charge is \$2 with the average ticket running somewhere around \$11.



1 Attracted by this provocative sign ...



2 Customers bring in their own sets ...



3 And wait around while they're being repaired

WEBCOR IS BUILT for push-button profits!



ROYALITE II
Monaural 2101—Stereofonic 2108

Webcor pushes the button—and up pop more holiday profits for you! Two new **ROYALITE II** Tape Recorders add the convenience of push buttons to the host of features for which the **ROYALITE** is already famous—less than 20 lbs. in weight, durable scuff-proof Royalite® cases, powerful amplifier (20 watts in completely self-contained stereo model), 3 speeds, dual track (plus 4-track in stereo), two elliptical speakers, wide range microphone, cathode ray level indicator, the works! And both at prices your customers will like! **ROYALITE** models 2001 and 2008 available with knob controls.



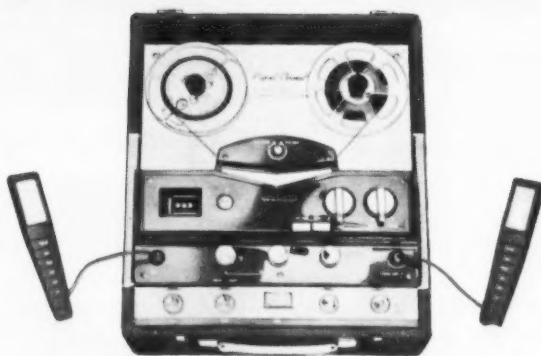
MICROCORDER
Model 2104

The ideal gift for business executives and professionals—the *portable* portable, transistorized down to 4¼ pounds! Uncompromisingly built, the **MICROCORDER** is the one portable whose recordings can be played back on standard size recorders. Versatile! Push-button operation, two speeds kept constant by capstan drive. Dual track, records and plays back more than an hour on one reel. Dynamic mike, batteries, and carrying strap included, plus a long list of optional accessories. All this, and a substantial profit margin for you—with volume assured by heavy national advertising!



REGENT
Model 2005

Built to capture snapshots in sound! The **REGENT** is being promoted nationally as a low-cost way to record all the sounds of life—from baby's first words to party fun, from use in business to educational value. It's built to sell!



REGENT CORONET
Model 2107

Top of the line! The completely self-contained **REGENT CORONET** is engineered with every professional feature known—from three speed 4-track stereo (and monaural) record and playback to the new language and music learning tool, Add-Track! No other tape recorder can touch it at its volume-selling price! **COMPANION SPEAKERS** available for Regent Coronet and Stereo Royalite.



VISCOUNT
Model 2103

Budget-priced entry into high fidelity tape! Records and plays back in all three speeds, dual track. Count on the **VISCOUNT**, with its many selling features, to entice your customers to go tape during the holiday selling season!

ORDER FROM YOUR



DISTRIBUTOR TODAY!

BETTER HOME

MERCHANDISING

PROMOTION: Building a Mailing List

Fred Beesley of Beesley Furniture Co. in Nashville came up with a prospect list linking people and products by using a wishing well.

He did more than just hope, of course. During a post-remodeling promotion, Beesley had one of the store's servicemen take some scrap shipping lumber, corrugated cardboard, wallpaper with a stone design and a little paint, and put together a respectable facsimile of a well-head—roof, bucket and all. Materials cost Beesley about three dollars.

THE PLAN: Customers were invited to shop the three-floor furniture and appliance store for three items they'd most like to have; write their first, second and third choices on a card together with their names and addresses and drop the cards into the well.

THE RESULTS: Beesley fished out the cards, awarded worthwhile merchandise prizes to three winners (first, \$500 worth at list; second, \$300; third, \$200), and apportioned leads among his salesmen. The rest was a matter of straight follow-up. Off a six-day promotion, the dealer had collected 4,000 cards, each representing three potential sales. Beesley called the final results "very satisfactory."

ANOTHER APPROACH was tried by Frank Kirby of the Anniston Electric Co., Anniston, Ala. A new sign, illuminated by several hundred light bulbs, gave him the idea for an off-beat promotion which not only built a ready-made mailing list but pulled in traffic as well.

THE IDEA: Kirby came up with a "count the

bulb" contest, offering five dollar prizes for the first 25 correct counts, two dollars for the next 50 and a buck for the next 50.

HOW IT WORKED: People turned out en masse to peer and count, then went inside the store to register their totals; and, in the process, hand Kirby a ready-made mailing list which he could utilize immediately.

Many contestants revisited the store for the presentation ceremony at which Kirby dramatically opened a sealed certification, prepared by a local accounting firm, of the correct number of bulbs.

THE RESULTS: "We created plenty of interest," explained Kirby, "and had a good time doing it."

PROMOTION: Get-Us-Out-Of-Jail Sale

The automobile boys bear watching. Their ideas are usually spectacular, often adaptable by appliance dealers. A recent "Get-Us-Out-Of-Jail" sale by Wagstaff Motors, Plymouth dealer of Atlanta, is a prime example.

HOW IT WORKS: Wagstaff had prison bars painted on its show windows and glass doors, dressed salesmen in rented prison uniforms. The showroom floor was decorated with wax figures of famous criminals, army cots—even a rented electric chair was rung in as part of the get-us-out-of-jail motif.

Using the hook of "Buy a car and send a prisoner home to his wife and kids," the dealership established quotas and split the salesmen into three working shifts for the 10-day, 24-hour-a-day ordeal. As each hit his quota, he was "liberated." Meanwhile, one shift slept on the cots each night.

COLORFUL PUBLICITY: Ads pictured the "convicts" grouped around a Plymouth. Radio commercials took the form of terse news announcements, against a background of sirens and police whistles. Several "prisoners" and a

"guard" were driven around the city in the back of a pickup truck, which parked occasionally while the riders handed out literature.

"Prisoners" were dropped off at three or four area shopping centers, as "prison break" commercials alerted consumers, offering rewards (free auto accessories) for "escapees" picked up and returned to the dealership.

RESULTS: General manager Bud Collins termed the promotion "highly successful," said it doubled Wagstaff's normal unit sales for the 10-day period.

PROMOTION: Picture This!

A \$140 Polaroid Land camera paved the route to booming sales of used merchandise for J. D. Rosella, owner of Rosella's Appliances in Greenville, Miss.

THE PLAN: Rosella photographs used pieces, pulls finished prints out of the camera a minute later, pastes them on his ad layouts and sends the entire rough to the paper.

Rosella mixes up the ads, running a series of nine-inchers, each with a single-product cut, then comes in with a full page showing 10 or 12 used units, each priced and described in a few lines of copy. The pictures reproduced with surprising clarity through the coarse newspaper screen.

RESULTS: The ads drew exceptionally well, the dealer reported. Advertised pieces went rapidly, and at good prices. There was another bonus: Plenty of unadvertised used merchandise moved out, too.

ANOTHER VARIATION, equally successful in its own way, was run by the Camera Center of San Mateo, Calif.

THE PLAN: Jointly sponsored by the store, the county Junior Museum and the California Color Labs (processors), the event was billed as a "Kiddies Zoo." The sponsors offered a free 3x5 color picture of children under 12 and invited people to the store to take pictures of the

live animals donated for the promotion by the Junior Museum.

RESULTS: Attracted by the caged animals displayed on the sidewalk, in the window and around the store, customers poured in, doubling the normal Saturday volume. And a photographer shot 370 pictures of kids posing with the animals. Manager Jack Newman felt invaluable good will was developed as well as quite a few "right now" sales.

COSTS: The store spent about \$135 in newspaper advertising and \$20 for signs. The color processor bore the \$150 cost of the film and photographers. Pictures made the local daily.

PROMOTION: Detection Story

The ABC Store, a closed-door discount house, of Santa Ana, Calif., had a problem. A 100,000-sq.-ft. building adjacent to the existing store was opening and the appliance department was moving into the rear of the old building.

There were other complications, too. Only members and guests could be admitted to the store. That complicated organized advertising. And the store never published any appliance or TV prices. How, then, to build traffic?

THE PLAN: The store had a direct mailing of 260,000 magazines. Several thousand dollars worth of door prizes were offered during the three-day grand opening by a draw. And utility home economists demonstrated products. But what worked best was the RCA Whirlpool Mystery Man.

HOW IT WORKED: "Identify the RCA Whirlpool Mystery Man and win a cash prize" was

advertised in the direct mailing and on store signs located in all departments. Winners' names, addresses and cash awards were announced over the store public address system.

The only qualification for the contest was that each person had to have a piece of RCA Whirlpool literature on them when they identified the Mystery Man. And literature on all Whirlpool products was available only in the center of the Whirlpool display.

The Mystery Men were office personnel from the RCA Victor distributorship in Los Angeles. A new man was used each day and, by the second day, the men had to bring along an extra suit and change several times to prevent quick identification.

Cash awards were from \$10 (once, at the start of each day) to a dollar minimum. Total cash prizes for the three days: \$100.

RESULTS: The Mystery Man gimmick "worked

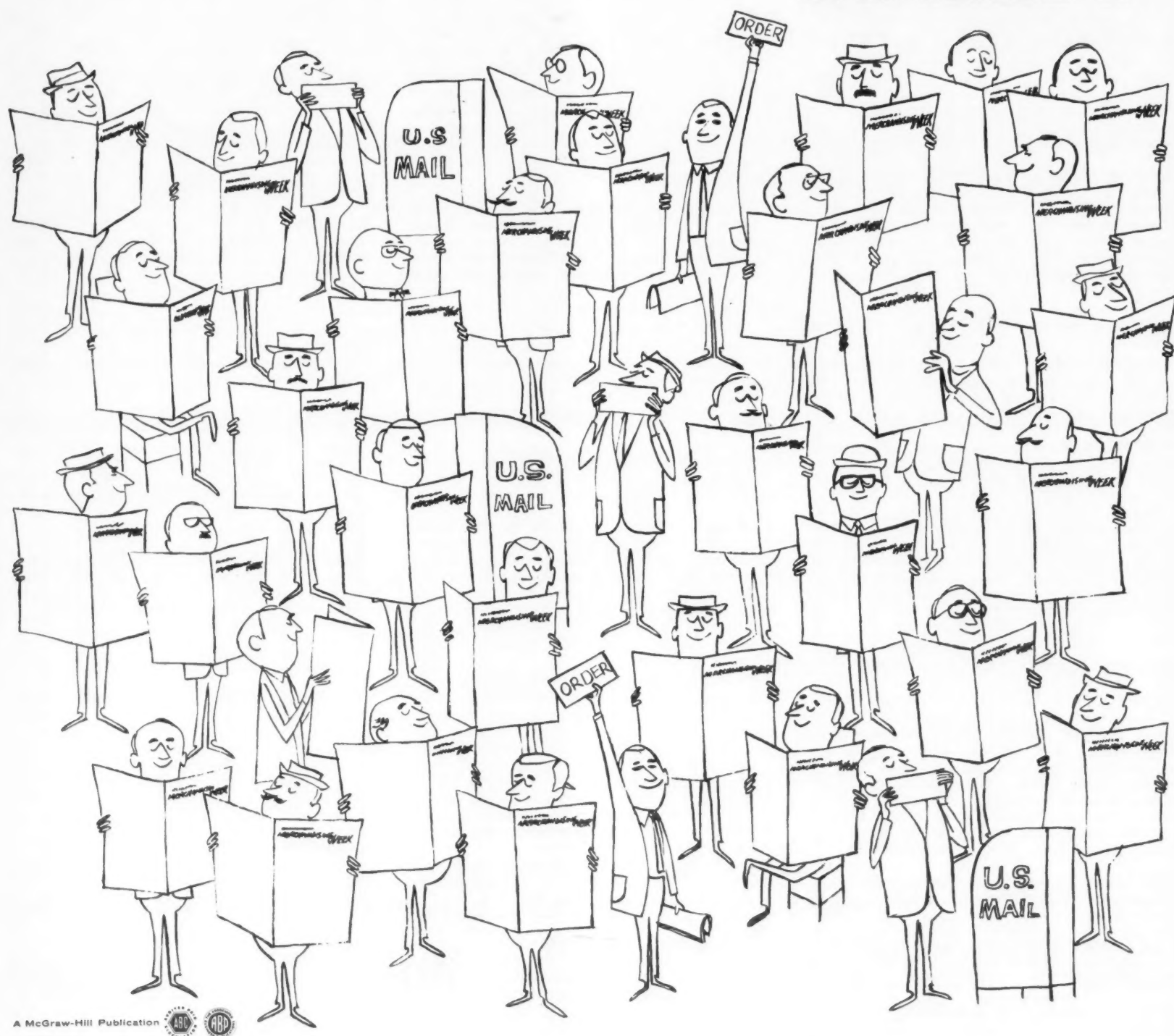
far beyond our furthest hopes or expectations," said R. A. Finney, RCA Whirlpool Sales rep. "In 12 years in this business, I have never seen an opening that was more fun to work or more successful than this one." In three days, the appliance department sold 74 majors, of which almost two-thirds were RCA Whirlpool or RCA Victor products.

EM WEEK WANTS TO HEAR about ideas you've used to advantage in your merchandising efforts. Is there a promotional gimmick that has pulled in more than the usual amount of traffic? Has a unique ad produced more sales for you? What about the contests you've run? The editors want to know about them. And to make it worthwhile for you to drop us a line and tell us about it, EM Week will pay \$15 for each idea we use on this page.

Address your letter to Managing Editor, EM Week, 330 West 42nd St., New York 36, N.Y.

More Dealers buy and read EM Week than any other appliance publication. It figures. They like a complete wrap-up every Monday morning, right at the beginning of the work-week. They like EM Week's way of presenting, not just the news, but what it *means* to them. They like the "how-to" and round-up stories 21 full-time EM Week editors put together. They *use* the sales data served up by a matchless Research Department. And they keep posted on the products and promotions of a big-and-growing-bigger roster of EM Week advertisers. How do *we* know all this? Dealers *tell* us...by letter, in person and with subscription cash-on-the-barrelhead. And that's about the most *telling* telling you can do. Every Monday the Pros read

ELECTRICAL MERCHANDISING WEEK



CHECKMATE YOUR COMPETITION...

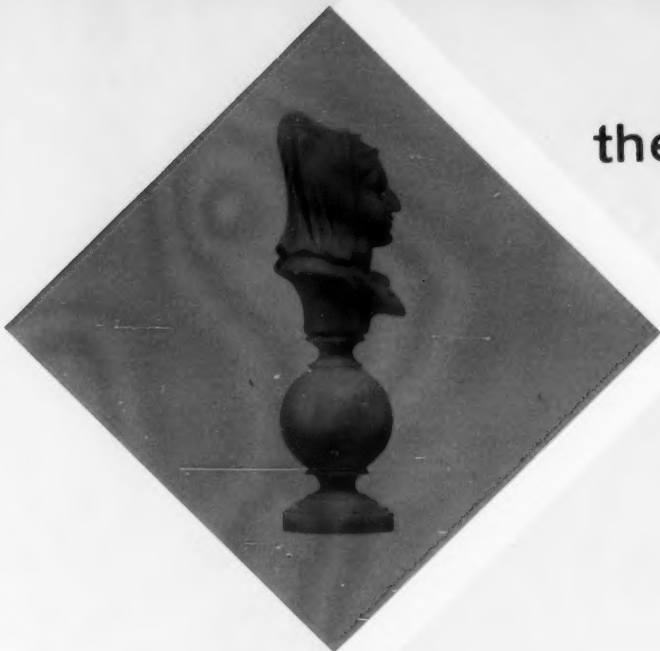




the royal
family
of room
air conditioning

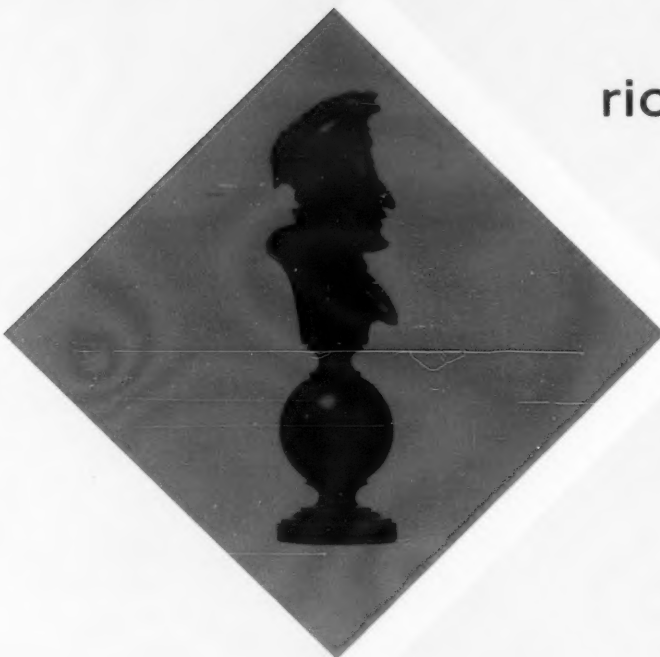
YOUR PROFIT LINE FOR 1961

models for every market ... look inside!



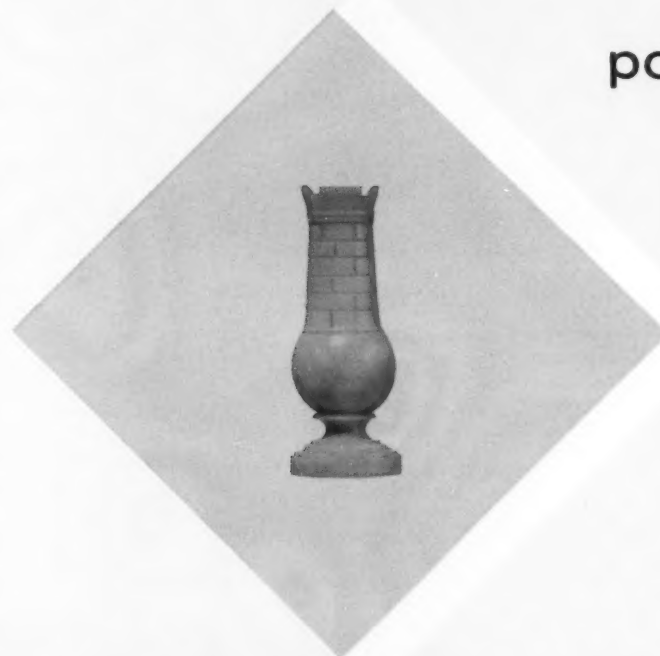
the unchallenged quality leader

There's a real quality story behind every Raymond Loewy-styled grille of the Carrier Royal Family of Room Air Conditioning for 1961. All cabinet metal is zinc-coated on both sides and Bonderized before receiving its "Weather Armor" baked enamel finish. All capacitors are di-chromate permanized. Nuts and bolts are cadmium plated. And Carrier quality spans every capacity need from 5,600 to 20,000 Btus.



rich rewards for early orders

Every Room Weathermaker order between now and March 31 pays off with luxurious trip or merchandise awards. There are expense-paid idyls in Hawaii to shoot for . . . cruisers by Chris-Craft or the magnificent 220S by Mercedes-Benz. And the sooner you order the bigger you win — earliest orders earn double prize point credit. You don't tie up your cash — there's no down payment or interest for up to 12 full months.



power tools for volume selling

Hard-hitting local newspaper, radio and TV advertising pick up where Carrier's dynamic national advertising program leaves off. There are traffic-attracting 24-sheet billboards and eye-catching outdoor banners to bring buyers to your showroom floor . . . handsome displays and wall banners to impress them when they get there. And Carrier supplies the hard-sell product training that makes it all pay off!



the Ready-Mount

FOR INSTALLATION EASE

Instant Installation

Built-in adjustable wing panels make installation as simple as putting in a window screen. Panels are handsome translucent Mylar, for free admission of outside light, in a frame of rugged, heavy-gauge aluminum.

Window-thin

The graceful, vinyl-coated steel cabinet measures a window-sill slim 11 inches deep, 16½ inches high and only 22 inches wide.

Big-unit capacity

Carrier engineering skill has packed this compact casing with a husky 5,600 Btus of cooling power, more capacity than many competitive models of standard size. Operates on same 115-volt household current available at most adequately wired outlets.

Reading-room quietness

A low-frequency centrifugal evaporator fan, new resilient rubber fan motor mountings and generous blanketing with fiber glass reduce operating sound to lullaby-low levels.

Feature-filled

All Ready-Mount units are thermostatically controlled and feature a single front control knob which selects all operating and thermostat settings. The outside of each unit is styled, too, with a handsome exterior grille.



the Sceptre

FOR APPEARANCE PLUS CAPACITY

Style at its height

The Raymond Loewy look which highlights all 1961 Room Weathermakers reaches its zenith in the sleek Sceptre. The slim 14-inch casing eliminates overhangs. Other cabinet dimensions: 16½ in. high, 26½ in. wide.

Six power-packed models

The 14-inch Sceptre series includes four cooling models: 7,000 Btu, 115-volt, 7½-amp . . . 9,000 Btu, 115-volt, 12-amp . . . and two 9,600 Btu models in 208 and 230 volts. There are two heat pump models: 115-volt, 12-amp, 8,000 Btu . . . and 230-volt, 8,600 Btu.

Low, low sound level

The Sceptre's advanced new Radiax inside fan makes possible a new and amazingly low "muted murmur" level of operating sound.

Slip-in cradle mount

The simplified mounting cradle installs entirely from inside the room. Unit slips in or out readily and without breaking room seal.

Sought-for features

All Sceptre series models offer two-speed fans, automated thermostatic control, convenient four-way directional airflow, large and effective ventilation and exhaust dampers, and tremendous full-face condenser coils that cover the entire back of every Sceptre unit.



the Viscount

FOR PINNACLE PERFORMANCE

Unparalleled cooling economy

The peak-performance Viscount delivers top Btus per watt of power input — up to 30 percent more than many other makes. Huge four-row condensing coils and generous three-row cooling coils help make the difference.

Seven watt-watching models

There are six Viscount cooling models: 8,500 Btu, 115-volt, 7½-amp . . . 11,000 Btu, 115-volt, 12-amp . . . 13,000 Btu, 208 and 230-volt . . . and 15,000 Btu, 208 and 230-volt. There is also a 14,000 Btu, 230-volt Viscount heat pump. All units are 16½ inches high, 26½ inches wide and only 24 inches deep.

Slide-out chassis

The chassis of each Viscount can be easily and completely removed for simplified servicing.

Quiet inside and out

The Viscount's slow-speed Turbo-Jet outside fan moves more air at 1,080 rpm than other fans at 1,550 rpm. This slow speed results in low outside noise levels to correspond with the super-quiet Radiax evaporator fan.

The finest features

Two-speed fans and thermostat-controlled operation are standard, along with true all-directional airflow and ventilation and exhaust operating cycles that really move air.



the Imperial

FOR SHEER POLAR BEAR POWER

The industry's capacity king

Here's the unit for those tough cooling jobs in small stores, offices and large living rooms. The mighty Imperial delivers a whopping 20,000 Btus in 208 and 230-volt cooling models; a big 18,000 Btus as a heat pump.

Amazingly compact

The Imperial packs more cooling wallop per cubic inch than any other unit on the market. All this power is tucked into a remarkably compact casing that measures only 18 inches high, 26½ inches wide and 24 inches deep.

Jetstream airflow

A big centrifugal evaporator fan supplies ample quiet power to direct the mighty Imperial's large-volume airstream to even those farthest-away, hardest-to-cool corners.

Service with a smile

The entire super-powered chassis can easily be slid completely out of the casing for convenient servicing without ever disturbing the mounting or weather-tight window seal.

All the extras

In addition to its unsurpassed power, the Imperial offers a royal family of features including two-speed fans, automatic thermostats, all-direction airflow control and really effective ventilation and exhaust operation.

Get the **PROFIT LINE** story from the Carrier Distributor nearest you!

ALABAMA

Equipment Sales Corporation
2715 Dauphin Street
Mobile, Alabama
Shook & Fletcher Supply Company
2915 North 10th Avenue
Birmingham, Alabama

ARIZONA

Black & Ryan Air Conditioning Company
630 West Washington
Phoenix, Arizona

ARKANSAS

A. W. Johnson Company
1800 East 26th Street
Little Rock, Arkansas

CALIFORNIA

Air Comfort Supply Company
939 Colton Avenue
San Bernardino, California
Airtronic Distributors
512 20th Street
Sacramento 14, California
W. L. Benson Company
190 North Plaza
Brawley, California
The Prentiss Corporation
631 South Anderson Street
Los Angeles 23, California
Edward B. Ward & Company
110 Freelon Street
San Francisco 7, California

COLORADO

Air Engineering, Inc.
2635 West Eighth Avenue
Denver 4, Colorado

CONNECTICUT

The Connecticut Air Conditioning
Company
543 Orange Avenue
West Haven, Connecticut

DELAWARE

Kell's, Inc.
11th & Tatnall Streets
Wilmington 9, Delaware

DISTRICT OF COLUMBIA

United Clay Products Company
3055 "V" Street, N.E.
Washington, D. C.

FLORIDA

Florida Air Conditioners, Inc.
3360 Phillips Highway
Jacksonville 3, Florida
Weathermatic Corporation
3221 East Eleventh Avenue
Hialeah, Florida

GEORGIA

Mingledorff's, Inc.
215 Chester Avenue, S.E.
Atlanta 16, Georgia

HAWAII

Air Conditioning Company of Hawaii
420 Keawe Street
Honolulu, Hawaii

ILLINOIS

Temperature Equipment Corporation
4356 West Chicago Avenue
Chicago 31, Illinois
Wilson Electric Company
113 South Madison Street
Rockford, Illinois

INDIANA

Associates Sales & Service
2611 South Main Street
South Bend 14, Indiana
Indiana Weathermakers
1011 Fayette Street
Indianapolis 2, Indiana
George Koch Sons, Inc.
10 South Eleventh Street
Evansville 4, Indiana

IOWA

Comfortrol Supply
2701 6th Avenue
Des Moines, Iowa

KANSAS

Jobbers, Inc.
1223 South Santa Fe
Wichita 11, Kansas

KENTUCKY

Air Conditioning Corporation
2038 South Fourth Street
Louisville 8, Kentucky

LOUISIANA

Air Conditioning Distributors, Inc.
1024 Joseph Street
Shreveport, Louisiana
Industries Sales Corporation
4129 Euphrasine Street
New Orleans 25, Louisiana

MARYLAND

Aircon Engineering & Supply Company
2 Williams Street
Cumberland, Maryland
United Clay and Supply Corporation
3000 Druid Park Drive
Baltimore 15, Maryland

MASSACHUSETTS

Dee Distributing Company
65 Main Street
Springfield 5, Massachusetts
Dow-Pierce, Inc.
43 Harvard Square
Charlestown 29, Massachusetts

MICHIGAN

The George L. Johnston Company
1420-32 Holden Avenue
Detroit 8, Michigan

MINNESOTA

Comfortrol Supply Company
525 Sixth Avenue, Northwest
Rochester, Minnesota
Tem-Trol Corporation
716 South 7th Street
Minneapolis 15, Minnesota

MISSOURI

General Heating & Cooling Co., Inc.
2101 Broadway
Kansas City, Missouri
Marco Sales, Inc.
4232 Forest Park Avenue
St. Louis 8, Missouri

MONTANA

Thermal Equipment Company
2410 6th Avenue, North
Billings, Montana

NEBRASKA

Air Conditioning Equipment Company
417 South 10th Street
Omaha 2, Nebraska

NEVADA

Nevada Air Conditioning, Inc.
710 South Main Street
Las Vegas, Nevada

NEW JERSEY

Montgomery Engineering Company
322 Hoboken Avenue
Jersey City 6, New Jersey

NEW MEXICO

Air Conditioning Equipment Company
1613 Second Street, N.W.
Albuquerque, New Mexico

NEW YORK

Air Conditioning Distributors, Inc.
Buhertut Drive
Dewitt, New York
Carleton-Stuart Corporation
237 West 54th Street
New York 19, New York
R. J. Murray Company, Inc.
4021 State Street
Schenectady 4, New York

NORTH CAROLINA

Carolina Conditioners, Inc.
1649 West Morshead Street
Charlotte 8, North Carolina
Thermo-Industries, Inc.
500 Hoke Street
Raleigh, North Carolina

OHIO

The Hausman Steel Company
300 Sandusky Street
Toledo, Ohio
Refrigeration Equipment Company
222 South Ludlow Street
Dayton, Ohio
Refrigeration Sales Corp.
701 St. Clair Ave., N.E.
Cleveland 14, Ohio

OKLAHOMA

Swan-Sigler, Inc.
4601 North Santa Fe Avenue
Oklahoma City, Oklahoma

OREGON

Aireco, Inc.
2112 South East Eighth Street
Portland 14, Oregon

PENNSYLVANIA

Herre Brothers, Inc.
6th & Montrose Streets
Harrisburg, Pennsylvania
Peirce-Phelps, Inc.
2000 North 59th Street
Philadelphia 31, Pennsylvania
Power Engineering Corporation
500 Brooks Building
Wilkes-Barre, Pennsylvania
Scobell Company, Inc.
220 East 8th Street
Erie, Pennsylvania
Standard Air & Life Corporation
14th & Smallman Streets
Pittsburgh 22, Pennsylvania

RHODE ISLAND

Planair Distributors, Inc.
343 Broad Street
Providence 7, Rhode Island

SOUTH CAROLINA

Climatic Equipment Company
2-4 Cumberland Street
Charleston, South Carolina

SOUTH DAKOTA

Dealers Air Conditioning Supply, Inc.
626 Rapid Street
Rapid City, South Dakota

TENNESSEE

Andrews Distributing Company, Inc.
608 18th Avenue, N.
Nashville, Tennessee
A. T. Distributors
295 Poplar Avenue
Memphis 1, Tennessee

TEXAS

Carrier-Bock Company
2133 Cedar Springs Avenue
Dallas, Texas
Carrier-Houston Corporation
7007 Katy Road
Houston 24, Texas
Kotzebue Distributing Company
1505 East Houston Street
San Antonio 6, Texas
Nunn Electric Company
1801 Fourth Street
Lubbock, Texas
Paul Scheurer Engineering Company
1318 Eighth Street
Wichita Falls, Texas

UTAH

General Appliance Corporation
341 Rio Grande Street
Salt Lake City, Utah

VIRGINIA

Automatic Equipment Sales of
Norfolk, Inc.
850 Cooke Avenue
Norfolk, Virginia
Automatic Equipment Sales of
Virginia, Inc.
1737 Summit Avenue
Richmond 21, Virginia

WASHINGTON

Climate Control Company
S. 104 Division Street
Spokane 3, Washington

WEST VIRGINIA

H. E. Neumann Company
92 Sixteenth Street
Wheeling, West Virginia

WISCONSIN

J. D. Wilson Company, Inc.
4831 West State Street
Milwaukee 8, Wisconsin

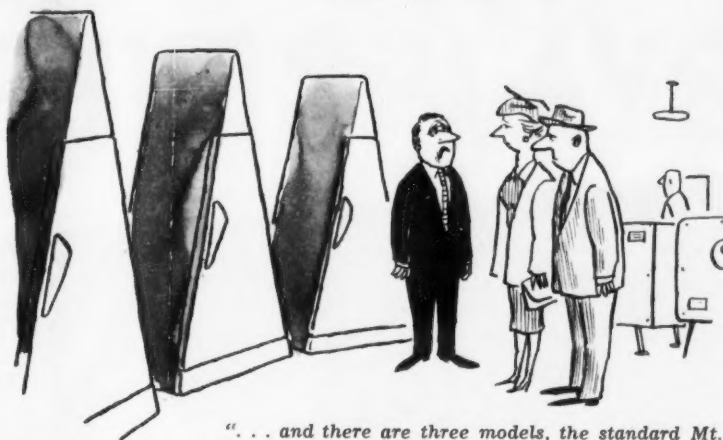
CANADA

Carrier Air Conditioning (Canada) Ltd.
70 Queen Elizabeth Boulevard
Toronto, Ontario, Canada
Howe Equipment of Canada, Ltd.
1500 Sherbrooke Street, West
Montreal, Quebec, Canada

Carrier

AIR CONDITIONING COMPANY • SYRACUSE, NEW YORK

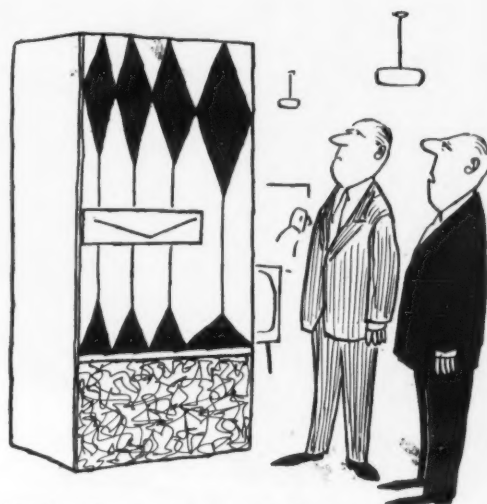
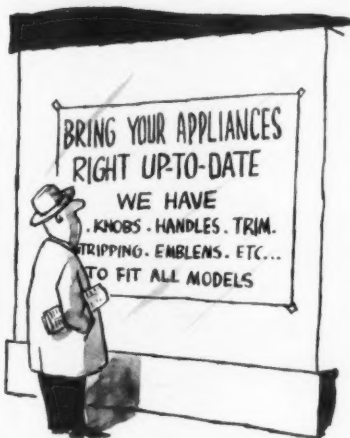
Modrigues LOOKS AT NEW MODELS



"... and there are three models, the standard Mt. McKinley, the deluxe Mt. Fujiyama and the super deluxe Mt. Everest."



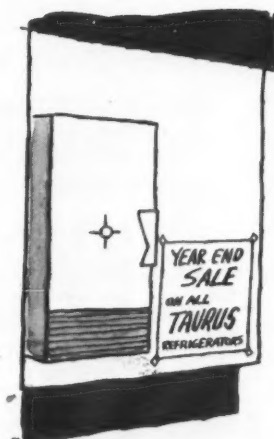
"Listen Fred, we're retooling for next year in a few days and we need some gimmick for our advertising. Find out if the motor on last year's refrigerator turned clockwise or counter-clockwise..."



"I don't ordinarily favor planned obsolescence but this thing should be made obsolete as soon as possible."



"... and now, Jarvis here, will fill you in on the technical change in our new model..."



GIVE YOUR STORE THE WITH NEW EYE-



PROSPECTS WILL STOP...LOOK...ENTER YOUR STORE when they see this attractive full-color window exhibit.

**PUT YOUR WINDOWS, COUNTERS, CORNER AREAS TO WORK
SELLING TV SERVICE! LET PROFESSIONAL-DECORATOR SKILL
INCREASE YOUR CUSTOMER LIST!**

THIRTY-FOUR display pieces are included in this year-round General Electric program to build customer traffic for your store or shop. All displays are handsomely processed in full colors. Many are reversible, with a different message and color treatment on either side. The range of decorative combinations that can be made up for window, counter, wall, or corner is almost unlimited. You can have a new display treatment every week in the year, if desired!

Easy-to-follow instructions show you how to create a number of attractive effects. Every grouping will be modern, lively, interesting—sure to draw attention, packed with “sell” that pays off in more service, tube, and parts business. Now—at low, low cost—step out ahead of other shops that don’t advertise! See your G-E tube distributor! Or use the coupon to order direct! *Distributor Sales, Electronic Components Division, General Electric Co., Owensboro, Ky.*

PROFIT BY SERVICING PORTABLES!

Use this kit of full-color stand-up displays—one large, three small—to draw customers who want good service fast!

SELL MORE TUBES AND MORE SERVICE!

Four colorful die-cut cards feature the importance of tubes and tube testing... with you as the expert to consult.

THERE'S MONEY IN HI-FI SERVICE!

You want your share, and these full-color displays will help you get it. All are keyed to music and your audio facilities.

GET THOSE AUTO-RADIO DOLLARS!

Keep them from rolling on by! Motorists will pull up at your shop when they see these effective service reminders.

LOOK OF TOMORROW CATCHING G-E DISPLAYS!



THAT "DRESS-UP" LOOK INSIDE! Mount a full-color interior display to tell your service story!

\$8.00 DECORATES YOUR STORE FOR A WHOLE YEAR!

That's the bargain combination offer on both packages below! Mail coupon at right to the Chicago warehouse address given. Individual display-package costs are:

ETR-2244. "Dress-up" decorator package for store window and interior, 18 pieces in all, as shown in two large pictures across top. **\$5.00**

ETR-2313. "Self-Merchandise" package of service-specialty kits, each with four stand-up cards, as shown in vertical illustrations at left. 16 pieces in all. **\$5.00**

General Electric Company, Dept. B
3800 N. Milwaukee Ave.
Chicago 41, Illinois

Kindly ship me prepaid:

- ☐ ETR-2244 at price of \$5.00 each.
☐ ETR-2313 at price of \$5.00 each.
☐ Combinations (both the above) at \$8.00 per pair.

My ☐ check ☐ money order is enclosed for the required amount plus any sales or use tax applicable in my area.

MY NAME.....

STREET ADDRESS.....

CITY AND STATE.....

Progress Is Our Most Important Product

GENERAL  ELECTRIC

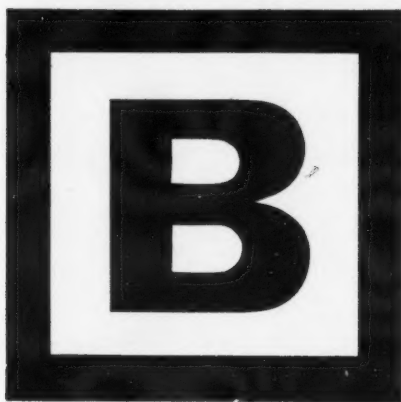
311-404

YOUR POSTMASTER, ROBERT K. CHRISTENBERRY, SUGGESTS:

FOR FASTER AND MORE EFFICIENT POSTAL SERVICE . . .
LEARN THE "A.B.C.'S" OF GOOD MAILING HABITS!



POSTAL DELIVERY ZONE NUMBER HELPS SPEED YOUR MAIL



CERTAIN TO INCLUDE YOUR RETURN ADDRESS ON ALL LETTERS AND PACKAGES



THAT THE DELIVERY ADDRESS IS CORRECT AND COMPLETE

MAIL EARLY IN THE DAY—IT'S THE BETTER WAY!

NEW PRODUCTS

FEATURES THIS WEEK

Maytag "Magic Touch" dryer • Schick shaver • Lectro-Host range • Capehart portable TV • Bulova and Toshiba radios • Gibson 1961 lines of air conditioners and dehumidifiers, ranges and refrigerators



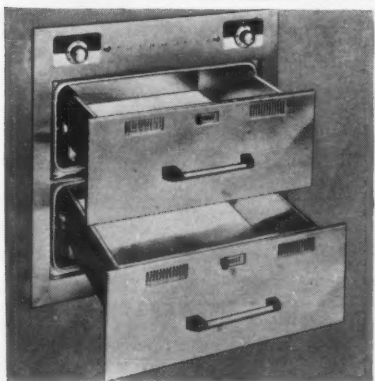
LECTRO-HOST Eye-Level Range

The Thermador Lectro-Host, with easy-to-clean stainless steel doors is announced. This compact, complete cooking center combines a 4-element cooking top and 2 eye-level bake and broil ovens for free-standing, true built-in or wall-hung installation. Base cabinets and kitchen exhaust blower are optional.

Stainless steel cooking top has service-free, hinged utility drop shelf and an area behind elements for utensil storage, also 12-in. clearance between cook top and oven bottoms for tall utensil use and storage.

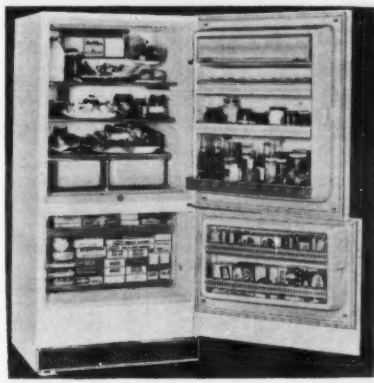
Features include a removable rotisserie; Broilostat broil control; automatic time control; separate oven thermostats; 2 appliance outlets, (1 timed); 1 Speed-Matic and 1 thermostat-controlled Therma-Matic element.

Prices, B24AR built-in, \$571.50; free-standing F24AR, \$589.50; kitchen exhaust hood, \$99.50 optional; base cabinet \$65 optional. Thermador Electrical Mfg. Co., 5119 District Blvd., Los Angeles 22.



THERMADOR Warming Drawer

A 2-compartment, stainless steel warming drawer, WD-2, is announced by Thermador. Completely Fiberglas



"FROST CLEAR" 9416R1

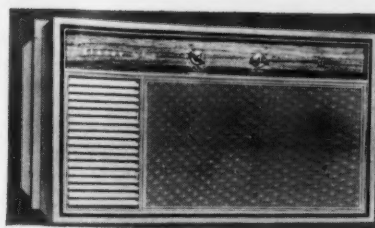
GIBSON 1961 Refrigerator Line

Gibson's 1961 refrigerator line consists of 4 2-door refrigerator-freezer combinations, 2 "Market Master" "freezerless" refrigerators and 3 regular refrigerators.

Top of line No. 9416R1 "Frost Clear" 14.8-cu.-ft. refrigerator-freezer has freezer at the bottom, with 162-lb. capacity, a package and juice can rack, a slide out quick-chill shelf, pres-toe door opener. Refrigerator section has a sliding adjustable shelf, adjustable full-width shelf; regular full-width shelf, 2 15-qt. sliding porcelain crispers, a butter and cheese compartment, adjustable door racks, deep door shelf, liftout egg racks and multi-magnet door seal.

"Frost Clear" no-frost system includes a single coil evaporator cooling both freezer and refrigerator section, a self cleaning condenser, diamond embossed door, trimline styling, wood grain insert handle and base.

Imperial Ice Master No. 6515R1 features an ice maker that stores up to 130 giant ice cubes or over 6 lbs. and



GIBSON "T SERIES"

GIBSON Air Conditioners

Two additional series of room air conditioners are included in the Gibson 1961 line: "B Series" and "T Series" (see Slumber Master and "A Series," EM Week, Oct. 3).

"B Series" are 16,500 Btu units compact enough to fit a 24-in. window. Styling includes inlaid wood grain trim, neutral beige color; easy to read gold controls; fresh air and ex-



"MARKET MASTER" FREEZERLESS 4614R1

automatically replaces cubes as used. It has 13.04-cu.-ft. capacity with the same size freezer at top as is used on other Gibson 2-door models. Refrigerator section has 1 automatic cycle defrost system—no frost accumulates and no defrost water to empty; 1 adjustable and 3 regular shelves; adjustable door racks and 2 sliding 15-qt. crispers; diamond embossed door; trimline styling; wood grain insert handles.

Imperial 2-temp. 2-door combination 6415R1 has 13.22-cu.-ft. capacity with a 100-lb. zero zone freezer. This model is similar to 6515R1 without the Ice Master, which is available as an accessory.

Deluxe, 2-door refrigerator-freezer No. 5714R1 has 12.32-cu.-ft. capacity with 100-lb. zero zone freezer. Features include package rack, juice can rack in freezer door panel; 2 15-qt. sliding porcelain crispers in refrigerator section, adjustable door racks, deep door shelf, butter and cheese compartment; and automatic cycle defrost system.

haust; 2-speed turbine-type blower, built-in thermostat, "C" setting for constant cooling; galvanized steel; accessible germ killing filter. B-1165-2, 2-hp, 230v unit; B-1165-8, same with 208v.

"T Series" have smooth sides for versatile mounting. All have Gibson air sweep and T-190S has automatic built-in air sweep. Other features are 2-speed zinc plated turbine-type blowers on evaporator and condenser; "C" setting.

Six models in line: 3 regular models with 9,000 and 15,000 Btu; a 1-hp and 2 2-hp with 115, 230 and 208v. Also 3 reverse cycle heat pump units with 8,500 and 14,500 Btu; 2 are 1-hp with 230 and 115v; and a 2-hp, 230v unit. All heat pump models have auxiliary electric heat built-in or as accessory. Gibson Refrigerator Div., Hupp Corp., Greenville, Mich.

Market Master Imperial "freezerless" refrigerators 4614R1 and Deluxe 4514R1 are designed for families owning a freezer, and have 13.47-cu.-ft. capacity fresh food storage area. Deluxe 4514R1 has adjustable door and egg racks, butter and cheese compartment, 20-sq.-ft. shelf area; 2 15-qt. sliding porcelain crispers, 11-lb. sliding porcelain meat chest; Gibson's conditioned air refrigeration system; zero zone freezerette which holds a day's supply of frozen foods plus ice cube trays and ice cream. No. 4614R1, a custom "step-up version" of 4514R1 had additional features: multi-magnet door gasket, adjustable aluminum door racks; 2 swinger shelves, 1 sliding shelf, 1 regular full-width shelf.

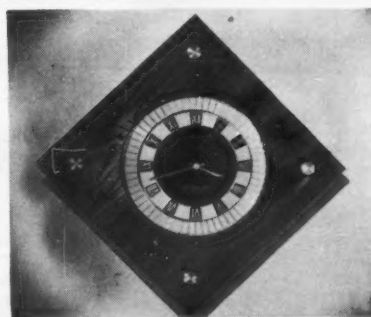
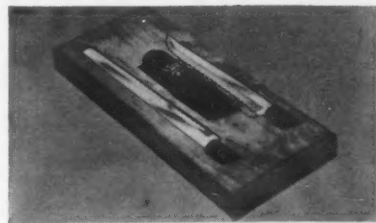
Regular refrigerators include Deluxe 2314R1 with 13.59-cu.-ft. capacity and a 71-lb. frozen food storage area, Dial-A-Matic defrost and a 15-qt. crisper. Deluxe 1510R1 has 9-cu.-ft. capacity with 56.4-lb. frozen food storage space yet takes only 2 ft. of floor space, 23-qt. full width crisper and Dial-A-Matic defrost. Economy model 1410R1 has 9-cu.-ft. capacity with 56.4-frozen storage and takes only 2 ft. floor space. Flush-to-wall design. All have diamond embossed door, wood grain insert handle and Higloss acrylic exterior with 2-tone blue interiors with gold trim. Gibson Refrigerator Div., Hupp Corp., Greenville, Mich.

CLOSE UP OF ICE MASTER 6515R1



BVI Cordless Carver Knife Set

BVI announces a cordless Electric Carver knife set, No. K-300, which includes an ebony power handle with built-in orbital motor; on-off switch; regular batteries or mercury cells; an 8-in. carving and a 10-in. slicing blade of serrated hollow ground stainless steel, plus a carving board. Price, \$19.95. Burgess Vibrocrafters, Inc., Grayslake, Ill.



WESTCLOX Cordless Clock

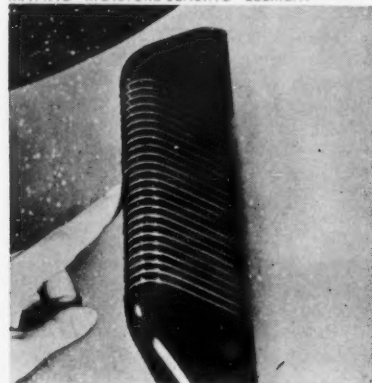
"The Haywood" decorative cordless wall clock has golden dial in mahogany or walnut case, polished brass hands. Uses ordinary flashlight battery. Price, \$16.95. Westclox Div., General Time Corp., La Salle, Ill.

MAYTAG Announces "Magic Touch" Dryers

Maytag's "Magic Touch" dryers (642C electric, and 742C gas) feature an electronic control system that makes overdrying impossible. Actual moisture in clothes is constantly measured by moisture sensing elements on each of the 3 baffles attached to interior of revolving drum. These electronic "fingers" constantly "feel" clothes and automatically cause the dryer to shut off when proper degree of dryness is reached before the natural moisture of fibers is removed, even with a mixed load, and regardless of time. It is completely independent of outside humidity or temperature. During a mixed load drying, faster-drying articles are kept moist by dampest articles and by the humidity in dryer drum until the last article in load reaches the right dryness.

Three automatic settings plus 2 timed settings are available. Automatic settings are "Regular Fabrics," "Wash 'n Wear" and "Damp Dry." "Regular" dries garments for wearing or for storage without removing natural moisture from fibers. A 3-

MAYTAG MOISTURE-SENSING ELEMENT



MAYTAG "MAGIC TOUCH" DRYER

min. cool-down period ends cycle after control signals load is dry. "Wash 'n Wear" setting provides for additional tumbling at recommended temperature to erase wrinkles from synthetics and treated cottons after drying period is completed. An additional 6-min. cool-down period follows. A warning chime sounds during final 3 min. so user can remove clothing before drum stops tumbling. On "Damp Dry" the dryer stops automatically when clothes are damp enough for immediate ironing.

Timed settings provide a timed drying period of up to 50 min., also an "Air Fluff" setting for up to 30 min. heatless tumbling for "dusting" curtains, etc. A sprinkle accessory will automatically dampen a load of previously dried clothes.

Other features include a positive safety door which stops operations when door is opened; porcelain drum; zinc-coated steel cabinet; 4-way venting; flush-to-wall or flush-to-cabinet installation. **The Maytag Co., Newton, Iowa.**

GIBSON Dehumidifiers

Gibson's 1961 dehumidifier line offers 3 models each with step-up features.

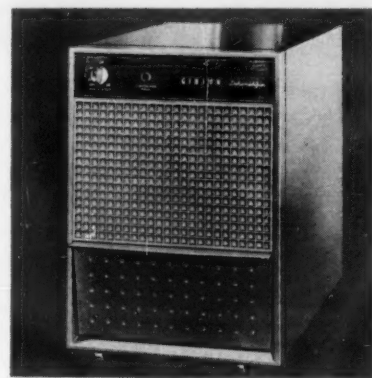
All models show increased emphasis on styling, complete new design with inlaid wood grain trim, recessed dashboard slanted control panel and air grilles designed so insides of units are not visible from any angle.

All have 1/5-hp Gibson Scotch Yoke compressors and all copper coils and condensers.

No. DH-10 has decoratively styled 8-qt. water container which is removable from front and ball bearing casters.

No. DH-11 has these features plus a built-in humidistat.

No. DH-12 incorporates all features of both DH-10 and DH-11, in addition to an automatic shut-off over-flow control with signal light.



GIBSON DEHUMIDIFIER NO. DH-12

Dimensions of all Gibson dehumidifiers are 19-5/16 in. high, 12 3/4 in. wide and 21 1/4 in. deep. **Gibson Refrigerators Div., Hupp Corp., Greenville, Mich.**

SCHICK Shaver

Schick introduces an all new Schick 10.66, 3-speed shaver, encased in shatter-proof, engineered nylon plastic.



The new leader of the complete line of Schick 3-speed electric razors has 8 features: it takes its name from the 1066 whisker-cutting slots in its longer, broader, contoured shaving head; slots are multi-shaped and staggered with 11 interceptor bands for fast, comfortable, clean shaving of every type beard; the precision-ground custom head is curved for maximum comfort; its twin custom comb bars are fully adjustable so the head can be set for every type beard and skin; it also has extended comb edges which trim mustache and sideburns precisely.

It is operated by a friction-free acdc ball bearing motor with sealed-in lubrication, and it is packaged in a deluxe, padded travel case to provide maximum safety and utility in home and travel use. **Schick Inc., 216 Greenfield Rd., Lancaster, Pa.**

We're flying to Louisville to see the 1961



W. J. ALEXANDER
W. D. Alexander Co.

H. C. DAVIS
Denver Dist.

J. HOUSERMAN
Pittsburgh Dist.



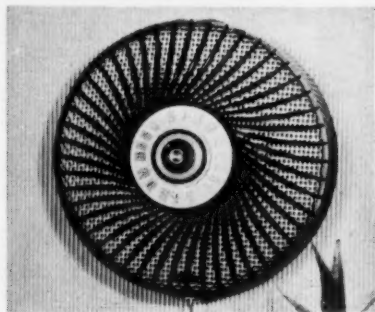
G. R. BROWNBACK
Metropolitan N. Y. Dist.



V. L. HOBSON
Indianapolis Dist.



Distributors who saw it last week say it's the greatest!



TOSHIBA WALL RADIO

TOSHIBA Decorator-styled Transistor Radios

Three new Toshiba radios are announced by Transistor World.

A decorator-styled circular transistor radio for living room use is available in black with gold trim or white with gold. Featuring a 7-transistor super-het circuit and 2 full-tone 3-in. speakers, its self-contained batteries make dangling electric cords unnecessary. They also provide up to 500 hrs. of use.

A 9-transistor portable with a microphone which can be plugged into the set, transforming it from a radio into a powerful amplifier, may be used as a baby tender, public address system or as a personal radio. It has pushbutton dial light. Comes complete with microphone, 4 penlite batteries, earphone and carrying case. A converter making it possible to operate radio with household current is also available.

A pocket-sized transistor becomes a table radio when slipped into an attractive speaker box. The box houses a full-tone 4-in. speaker as well as its own batteries, eliminating drain on the radio's self-contained penlite batteries. A converter is packaged with the speaker compartment enabling



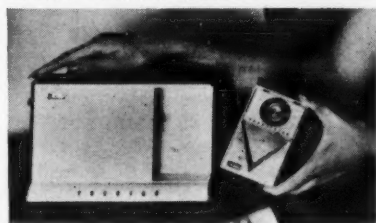
TOSHIBA TRANSISTOR-MICROPHONE RADIO

the radio to be operated on ac eliminating battery use when desired.

Other Toshiba radios include a new AM-FM 10-transistor portable, a 7-transistor pocket radio specially packaged for gifting and a 2-band AM-shortwave table radio with 5-tube radio and 2-band 9-transistor AM-shortwave portable.

Prices, decorator wall radio, \$69.95 complete with batteries and mounting bracket; 9-transistor microphone unit, \$59.95 with leather case and earphone, converter, \$7.95; pocket-sized transistor with batteries, earphone and leather case, \$39.95, converter and speaker \$19.95. Made by Toshiba in Japan, sold in America by Transistor World Corp., 52 Broadway, New York.

TOSHIBA POCKET TRANSISTOR



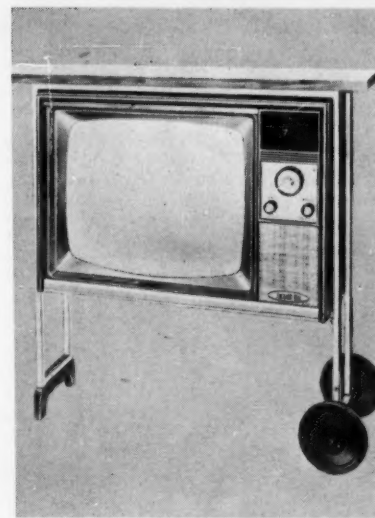
PACKARD BELL "INtenna" TV

Announcement has been made of the introduction to the trade of a mobile TV set that eliminates the need for conventional "rabbit ears" or a roof antenna by Packard Bell.

In this new mobile "INtenna" model (No. 19T-1), the tea cart is designed to serve as a non-directional antenna, and at the same time it provides portability for the 19-in. set.

The "INtenna" is equipped with a "Computer Dial," also with a front-facing hi-fi speaker. It is available in a choice of 3 finishes: modern walnut, ebony or colonial maple.

Prices, suggested list of \$249.95 in modern walnut; \$259.95 in ebony; and \$269.95 in colonial maple. Packard Bell Electronics Corp., 12333 W. Olympic Blvd., Los Angeles 64.



MOTOROLA AM Radios

Two new high-performance AM radios have been added to the Motorola line. Both sets are designed for fine sound reproduction and 1 model is designed for long-distance reception. No. A 12 features a 7-tube plus rectifier chassis with tuned RF stage, push-pull audio system and 3-gang condenser to give 100% more ability to tune even distant stations. Large 6-in. Golden Voice speaker combines to give console performance. Styled in polystyrene cabinet, it is available in a mocha color.

No. A 11 is a 6-tube rectifier set which features a class B push-pull audio system similar to those found in hi-fi consoles: 2 tubes in the push-pull operation of amplifier increases the tonal range by doubling bass response, extending the highs and trip-

ling audio output while reducing distortion by 50%. A large 6-in. Golden Voice speaker is balanced to cabinet and circuitry for good audio performance. Like the A 12, it uses a loudness control to preserve highs and lows at low volume. Available in antique white or aqua gray with polystyrene cabinet.

Prices, A 12, \$39.95; A 11, \$34.95. Motorola Inc., 4545 W. Augusta Blvd., Chicago 51.

MOTOROLA A 11 AM RADIO



General Electric Filter-Flo® Washer line

L. A. ISERMANN
Cincinnati Dist.

F. W. LOWRY
Lowry Electric Co., Inc.

I. P. PRUITT
North Texas Dist.

F. S. SUHLER
North Central Dist.

J. W. TRACY
Bard, Inc.

L. E. WILLIAMS
Mid Atlantic Dist.



W. R. HULL
Buffalo Dist.

G. E. LORTZ
Walker-Martin, Inc.

G. E. McFARLING
Memphis Dist.

T. B. SCHMID
Crescent Electric
Supply Co.

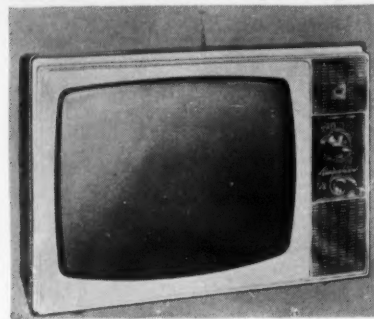
E. A. THOMAS
Arizona Wholesale
Supply Co.

H. A. WARREN
South Texas Dist.



CAPEHART Enters Portable TV Field

Capehart announces that it is expanding its electronic products for the home line to include 2 portable TV sets, both featuring a 19-in. rectangular screen using a 114-deg. short-neck picture tube; front controls and front-mounted speaker, per-



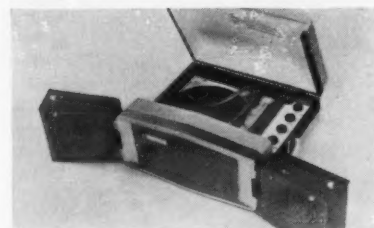
mitting each unit to be completely built-in without sound distortion if desired. For free-standing use the units are only 12 in. deep overall and feature completely finished backs.

Each unit also features a self-contained telescoping antenna that disappears completely, and volume control that operates independently of on-off switch.

No. P22 features an ivory and gold mask, charcoal cabinet, black finished back, easy to read controls.

No. P23, designed for life-on-the-move, features a retractable carrying handle, ivory and gold mask, suntan leather cabinet with finished ivory back.

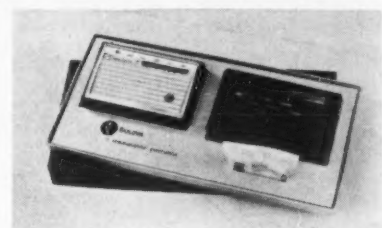
Price, No. P22, \$199.50; No. P23, \$209.50. Capehart Corp., Richmond Hill, N. Y.



3-SOUND PORTABLE STEREO

BULOVA Stereos, Radios, Transistors

Top of Bulova's new line is a combination 3-sound system stereo record player and AM-FM radio in wooden console with built-in speakers. Supplemental external speakers, \$33 a pair. A 3-sound portable with wing speakers and AM radio has brass legs available to convert into console; 4-speed changers on both.



LIDO TRANSISTOR, GIFT-PACKED

Modulator AM-FM table radio has gold-bright finish; Entertainer, AM table set, has slim wrap-around cabinet in decorator colors.

Transistors include a 6-transistor shirt pocket Sprite and 7-transistor models Lido, Adventurer II and Vacationer in horizontal styling.

Prices, stereo console, \$199.95; portable \$169.95; table radios \$59.95 and \$24.95; transistors from \$34.95. Bulova Watch Co., Flushing 70, N. Y.



GIBSON SOVEREIGN NO. 530R6



GIBSON ECONOMY MODEL 230R6

GIBSON 1961 Free-Standing Ranges

Five models comprise Gibson's 1961 range line: 2 37-in. and 3 30-in. models.

Imperial 37, No. 837R6, features a 22-in. oven, swing door warmer compartment; oven with 3000w broil and 2000w bake units; chromium bottom and door picture window and 2-piece porcelain broiler pan. Surface units are 8-in. 2100w in front and 6-in. 1200w in rear. Other features include an automatic convenience outlet, automatic timer and minute minder, keyboard pushbutton controls, roller bearing service drawer, chromium picture frame backguard with indirect lighting, indicator lights for oven, surface unit and warmer and porcelain exterior.

Deluxe 37, No. 637R6, has divided cooking top, storage area in swing door utensil compartment; 22-in. titanium oven; 2-piece broiler pan; 2600w broil and 2000w bake oven units, indicator light, 7-speed rotary controls for surface units.

Imperial 30, No. 430R6, has keyboard pushbutton controls; automatic timer, minute minder, and convenience outlet; 6-in. 1500w rear surface units, 8-in. 2100w front surface units; 25%-

in. oven with chromium bottom, inside door and picture window; Jet Line 3000w broil and 2800w bake units; 2-piece broiler pan and oven light, full-width roller bearing service drawer and oven and surface unit indicator lights; chromium picture frame backguard with indirect lighting.

Sovereign, No. 530R6, 30-in. range has keyboard pushbutton controls, automatic timer, minute minder; 8-in. 2600w Jetube surface unit, 8-in. 2000w thermatic surface unit and 2 6-in. 1500w units; 25%-in. oven with chromium oven bottom, inside door with picture window; 2 oven racks, motor-driven rotisserie, 3000w broil and 2800w bake unit and oven light; full-width roller bearing service drawer; oven and surface unit indicator lights; 2-piece porcelain broiler pan; picture frame backguard with indirect light.

Deluxe 230R6, economy model, has 2100 and 1500w Jetube surface units; Jet Line 2600w broil and bake units; 7-speed rotary controls; titanium oven; 2-piece porcelain broiler pan. Gibson Refrigerator Div., Hupp Corp., Greenville, Mich.



ANS. SEE GENERAL ELECTRIC HOME LAUNDRY ADVERTISEMENT OCT. 24.

There are
plus profits
in Paragon
appliance
timers



Write:

PARAGON
ELECTRIC COMPANY

1638 Twelfth St. • Two Rivers, Wis.

TIME IS MONEY — CONTROL IT WITH PARAGON

The IAEL Studies Everyone At Kansas City Meeting

At the silver anniversary conference of the International Assn. of Electrical Leagues, the probing was widespread

There wasn't a dealer in the house, but last day speakers had plenty of words for the men who sell appliances, after dealing with the woes and goals of utilities, builders and manufacturers.

The speakers explored promotions (Live Better Electrically, Medallion Homes, etc.) and outlined links between local electrical leagues and dealers. Finally, a two-member panel took a long, hard look at appliance servicing.

Its verdict? Servicing remains an industry bugbear which shows few positive signs of much-needed improvement.

"Servicemen are caught in a web of rising costs, more complex products and discount selling which makes it cheaper to buy a new appliance than to repair it," said former IAEL President John McDermott, who covered housewares.

"There must be a summit meeting between service people and manufacturers," he said. "Such a meeting, dedicated to honest discussions in a fair and unbiased fashion, would go far to establish the portable electric appliance industry as a model in modern economy."

The IAEL had its place in service, too, he said. "We should form study committees, conduct training courses, issue lists of approved service organizations."

"Service has become a scapegoat for our own shortcomings," warned Norge Home Service Director Jessie Cartwright, covering major appliances.

"All we want is a fast buck and a quick turnover—get them off the floor and we're through. Anything that happens later we can blame on that old scapegoat service. You and I are going to kill that goose that laid the golden egg."

She urged the industry to remember, "Good service makes a happy customer."

Medallion Home standards vary too widely, said General Electric's George T. Bogard, in a session on promotions.

Bogard, manager of G-E's residential market development operation, cited "a dire need for standardizing and equalizing Gold Medallion Home standards. There is no floor or ceiling to Medallion Home requirements," he said.

To utility men (Missouri Valley Electric Assn. members were at this session), he observed, "Electric heating is vitally important to every utility, and electric heating is on the move."

A utility man who is selling electric heating told a story of slow, but now certain, progress.

Ken La Rue, general sales manager of Kansas Gas & Electric of Wichita, recalled:

"We had 59 electric heating sales the first year we were in it. After an intensive promotional campaign

we now have 600 completely electrically heated homes. And we don't think we've even gotten off the ground."

La Rue was asked how long his company would help pioneer electric heating in Kansas. "We will continue to build a market until it becomes attractive enough for our sales allies," he answered.

"Our share of consumer dollars is gravely threatened by competitive fuels," said John H. K. Shannahan, chairman of the Live Better Electrically planning committee. "But

the move toward electric living is inevitable. We must hasten gas users toward the eventual goal of the total electric home."

Human feelings directly influence appliance buying, said Shannahan. "The housewife wants the reduced work an appliance can bring without feeling conscience twinges about buying luxuries and without losing the esteem of her husband and family," he explained.

The answer is the LBE national advertising campaign which stresses benefits for the entire family and soft-pedals reduced work for the housewife.

The IAEL probed its own problems and elected officers at its annual business meeting.

Retiring President Clifford C. Simpson of Chicago urged the asso-

ciation to name a committee which would:

- 1—Develop more member leagues.
- 2—Develop more active leagues.

The conference agreed league growth had been too small and referred the committee plan to the incoming officers.

In naming officers, the IAEL:

- Elevated W. M. Freudigman of Providence from vice president to president.
- Elected R. J. Harrison of Omaha, vice president; R. O. Trotter of Salt Lake City, treasurer; and past IAEL President S. E. Struck of Cleveland, secretary.
- Re-elected Harry Foy of Toronto and Harry Guest of St. Louis to its board of governors, while adding Herb Cook of Detroit and C. L. Weaver of Medford, Ore., to the board.

**AGAIN GraybaR
HELPS YOU SELL
THE FINEST...**



Once more Graybar leads in promotional aid to the dealer—with two top presentations—

1—"America's Finest Electrical Gifts", the first edition of a unique dealer-to-consumer promotion created especially for Graybar Electric Company, and featuring the most wanted electrical appliances brilliantly photographed in full color.

2—the complete "Graybar Housewares Catalog", for years widely popular with successful dealers and now

available to you in a still more useful format.

Serving a national network of manufacturers and dealers, Graybar sponsors these sales-producing guides as part of its continuing program to improve the distribution of electrical appliances, and to develop more volume... more profits for all.

Next time you're talking to your Graybar salesman ask him for information on other special Graybar merchandising aids.

981

GraybaR



GRAYBAR ELECTRIC COMPANY, INC., 420 LEXINGTON AVENUE, NEW YORK 17, N. Y.

DISTRIBUTOR NEWS

L & S Distributors, Tampa, Fla., announced the appointment of J. Bernard Elmlinger as sales representative for Hillsborough County for Sylvania, Gibson, Blackstone.

RCA Victor Distributing Corp. has named L. A. Baumgartner vice president in charge of its Buffalo branch. Baumgartner was vice president in charge of RCA's Davenport, Iowa, branch and succeeds Arthur W. Sayers who will head Kansas City branch.

Sylvania Home Electronics Corp., has announced the opening of a sales office in Jacksonville, Fla. Bruce H. Gardner is sales manager.

I. Lehrhoff & Co. has appointed Irving Sarlin as general sales manager. Sarlin will direct salesmen covering New Jersey, New York, Pennsylvania and Maryland for the Newark firm.

Ampex Corp. has introduced a distributor franchising program for its consumer and industrial magnetic tape. Marketing and manufacturing of Ampex and Irish brands are centralized in Opelika, Ala.

Philadelphia Distributors, Inc. will move this fall to a new 50,000-sq.-ft. building at King of Prussia Industrial Park, King of Prussia, Pa. The firm distributes for Motorola, York, Ironrite and Norge, in greater Philadelphia and southern New Jersey.

Lappin Electric Co. of Milwaukee, Wis., has announced the move of its Beloit branch into a new building at 1462 6th St. in Beloit to service dealer accounts in southern Wis.

DISTRIBUTOR APPOINTMENTS

SYLVANIA—Reed Radio & Supply Co., Springfield, Mo., for southern Missouri; Hough-Wylie Co., Charlotte, N. C., for western North Carolina and northern South Carolina; Sabine Supply Co., Dallas and Houston, Texas.

KITCHENAID—For dishwashers: V. J. McGranahan, Inc., Dayton, Ohio, for eight counties surrounding Dayton; Hart-Greer,

Inc., Birmingham, Ala., for parts of Alabama and Florida.

KELVINATOR—Ozark Motor and Supply Co., Springfield, Mo., for Springfield and Joplin, adjacent eastern sections of Kansas and Oklahoma plus northern Arkansas; Mason and Robertson, Inc., Kansas City, Mo., for Kansas City, Topeka plus northwestern Missouri and northeastern Kansas.

GREENTREE ELECTRONICS—For American brand magnetic recording tape and accessories: Loren F. Green & Associates, for Kentucky, Indiana, Wisconsin and northern Illinois.

PERMOFLUX—As representatives: Marty Bettan Sales Co., for New York metropolitan complex; J. Malcom Flora, Inc., for Michigan; Walter Marsh & Associates, for northern Illinois and southern Wisconsin; C. H. Stratton and Co., for eastern Maryland, eastern Pennsylvania, southern New Jersey and Washington, D. C.

ARVIN HEATERS—Tri-State Electric Co., Sioux Falls, for South Dakota, southwest Minnesota and northwest Iowa.

HOTPOINT—Western Appliance Corp., Denver, Colo., for all of Colorado and parts of Wyoming, New Mexico and South Dakota.

CAPEHART—John A. Rowe and Associates, Westminster, Colo., for Colorado, Wyoming, Utah, Idaho, Montana, New Mexico, Arizona and west Texas; Walt Davis of W. M. Davis Sales Co., Grosse Point, Mich., for Michigan and northwest Ohio; Les Nackman, St. Louis, for Missouri, Nebraska, Iowa and Topeka, Kansas; Jack Zink, Hinsdale, Ill., greater Chicago, southern Wisconsin, northern Indiana and Illinois; J. Howard Souther, Decatur, Ga., for South Carolina, Georgia, Alabama and eastern Tennessee; Harry W. Golsan and Co., Norfolk, Va., for Maryland, West Virginia, Virginia, North Carolina and Washington, D. C.; Morton Rosenthal, Philadelphia, for eastern Pennsylvania, Delaware and most of New Jersey.

SPERTI SUNLAMPS—As representatives: Sanford Miller Co., for Oklahoma, Arkansas, Louisiana and Texas except for El Paso County; C. H. Cubbedge, Maumee, Ohio, for Michigan.

MOTO-MOWER—As representatives: Gerald L. LeHouillier, Milwaukee, for Wisconsin, Minnesota, Iowa and the Dakotas; Donald "Bill" Seibert, Portland, for Oregon, Washington, Montana and Idaho.

NORCOLD—As sales representative for mobile home gas appliances: Florence Distributing Co., Elkhart, Ind., for the Midwest.

VANCE SINKS—Freeport Utilities Co., Freeport, N. Y., for Long Island.

O'KEEFE & MERRITT—Freeport Utilities Co., Freeport, N. Y., for Long Island.

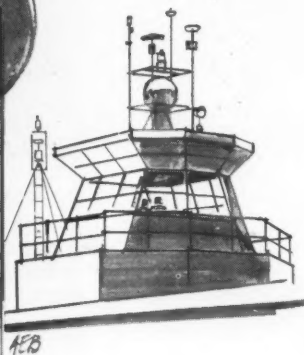
"When you put in the Payroll Savings Plan... How did it affect company stock purchases by your employees?"



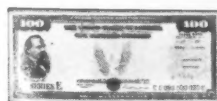
"Not a bit, Al! You see, quite a number of our people had never made any investment of any kind through regular deductions. When we put in the Payroll Savings Plan for U. S. Savings Bonds we gave many of them a brand new idea. Automatic saving!"

"Our State Savings Bonds Director did a grand job of cooperating with us. He helped us organize a company-wide campaign that reached every man and woman on our payroll. It was explained to each employee—*personally*—that with just one signature on a card he could arrange to buy the new 3¾% Savings Bonds, *regularly*. We got a splendid response, and we found that our Company stock purchases increased, too!"

Leading American companies in every one of our 50 states find that substantial employee participation in the Payroll Savings Plan is a sound builder of esprit de corps. People like to feel that they *belong*—to their company group and to the group of millions of patriotic Americans who are contributing to our Nation's Peace Power. Contact your State Savings Bonds Director for prompt, understanding help in spreading Payroll Savings information, person-to-person.



NOW! U. S. SAVINGS BONDS EARN 3¾%



DEALER SALES HELPS

Ask your utility to order this "New Cook's Cook Book" from Edison Electric Institute, 750 Third Ave., New York 17, N. Y. Check the social columns of your local newspaper and mail a copy to girls just engaged along with a "best wishes" message on your letterhead. The revised edition of this 53-page illustrated booklet contains all the information a new bride needs to cook on an electric range. It's a natural traffic builder for you, and the price is low for members of EEI: \$16 per 100 copies up to 999; \$15 per 100 for 1,000 copies or more. Minimum order is 100 copies.



TV KNOBS—235 different ones covering all major manufacturers—are pictured on wall chart for ready identification and replacement. Free chart from distributors or from GC Electronics Co., 400 S. Wyman St., Rockford, Ill.



TURNTABLE DISPLAY, 6 feet high, features adjustable shelves for portable appliances, is leased from Westinghouse. Changeable strip banners, the "header" at the top and copy cards for the compartments are replaced periodically while the basic display remains the same. After election night, current display will change to Christmas theme.



WESTCLOX RACK is built to display as many as 18 different clocks. Unit has adjustable shelves.

Electric heating information is available from these sources:

National Electrical Manufacturers Assn., 155 E. 44th St., New York 17, N. Y., has compiled the complete texts of all talks given by experts at the first national Electric House Heating Symposium and Exposition. The book sells for \$5 per single copy, \$4 each for 5-25 copies, \$3.50 each for lots of 26 and over. You can also order from NEMA, "You Can't Beat Electric Heat" bumper stickers for \$8 per 100 copies.

Sun-Tron Corp., 7435 W. Wilson Ave., Chicago 31, Ill., has compiled separate booklets detailing installation methods and costs of electric heat for 105 major market areas. Specify area in writing for copy.

Forty-Eight Insulations, Inc., Aurora, Ill., offers a free pamphlet explaining insulation.



BATTERY SHOWCASE is offered free with an order of Eveready batteries. Designed for impulse sales, case features tidy gravity-feed.

put yourself in the...



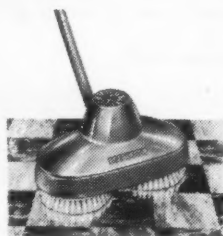
with consumer accepted Shetland FLOOR & RUG CARE APPLIANCES

that give you:

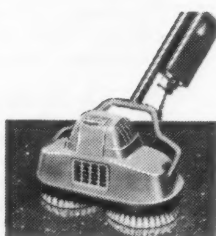
- increased store traffic
- prices that sell (at full profit)
- minimum selling time
- fast turnover
- satisfied customers

all with:

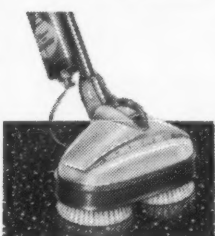
- minimum inventory
- economical investment
- the complete SHETLAND line:



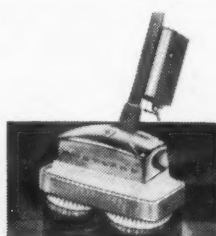
55 COMPACT \$25.88



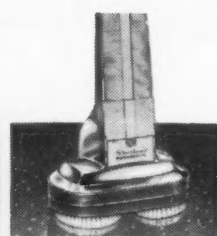
T-27 \$29.95



T-46 \$39.95



T-42 \$49.95



T-39 \$59.95

RUG CLEANING FLOOR POLISHERS
•
VACUUM CLEANER
•
FLOOR-WASHING VACUUM CLEANER



Shetland

For more information, write

SHETLAND HOME CARE INSTITUTE
SHETLAND INDUSTRIAL PARK — SALEM, MASSACHUSETTS



MODEL 700
\$32.95



MODEL 702
\$49.95

A Touch Of Texas Means Branching Out In Houston

The air conditioning boom in Texas was good to Stahl & Myers, but now the concern is looking for wider fields to conquer

Stahl & Myers, Inc., of Houston, after riding a seven-year Texas air conditioning boom to a \$10-million-a-year gross, sharply diversified its merchandising operations last week.

The firm that has been selling as many as 20,000 to 25,000 air conditioning units a year began selling—besides air units and other major

appliances—housewares, hardware, soft goods, drugs and sundry items, toys, jewelry, automobile accessories and records.

To kick off its diversification program, it will lease a 55,000-sq.-ft. building on Houston's Gulf Freeway. About 20,000 sq. ft. of this space will be used for the firm's seventh store. The remainder will be allocated for its headquarters.

All of the seven stores will handle the diversified lines.

In its short seven-year history, Stahl & Myers' gross has risen at

the rate of 25%-30% annually. It got into the Houston air conditioning market at just the right time, and has been raging like a Texas Gulf Coast hurricane since. So, why diversify?

The reason is simple, says the firm's 40-year-old president, Russell Youens.

"The day of the specialty appliance dealer is limited. Competition from the chains and discount houses is doing to him what the automobile did to the horse and buggy. We think the only answer is to diversify. We'll be going after bigger volume in more lines."

Youens doesn't necessarily think the Texas air conditioning market is shot. Air unit sales still account for the major part of S&M's business. But, says Youens, the aim of

the future is to get the sales ratio of other items up for a more balanced picture.

The young specialty giant has been gradually diversifying for some time. Starting with just air conditioning units, it later added laundry machines, refrigerators, TV, ranges and other appliances.

Now, it is ready to widen its merchandising scope much faster.

The new store will operate as a self-service establishment, with sales personnel available on the floor. Appliances will still be pushed, with a 1,000-sq.-ft. area set aside in the new building to train the store's sales staff to operate all appliances.

And, this new facility is just a start in the firm's eventual plans. Sam G. Myers, board chairman and founder, says he is now looking for a site suitable for a "giant" store which would contain 75,000 sq. ft.

Myers founded Stahl & Myers in 1953. Starting with a small store, the company now has (besides its retail outlets) three auto air conditioning installation and service centers; a central unit sales and service center; a room unit service center and a separate corporation which handles consumer financing plans.

To get where it is now, the firm has always gone in for heavy volume (never less than three times weekly, daily in the summer) newspaper advertising. The theme: Price. If that doesn't catch them, small items like mixers, toasters and irons marked down to about cost are used as leaders.

"We don't go for 'bait' advertising," says Youens. "The best way to lose customers is to have them believe they've been suckered into your store. We believe at advertising small items at near cost to get them in. After that, it's up to the boys out front to sell the bigger items," Youens concluded.

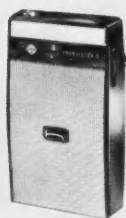
To a large extent, this policy will continue as diversification plans jell in the future.

Packed to Attract! Priced to Compete! Promoted to Sell!

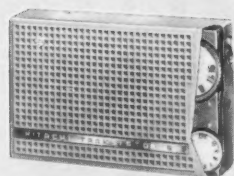
Grand Prix
Award
Winning

HITACHI

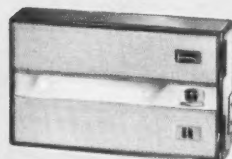
ALL-TRANSISTOR RADIOS



Slimmest of the slim... **TH-627R POCKET PORTABLE.** 6 transistors, thermistor, diode, dynamic speaker. Gift-boxed with 2 leather carrying cases, earphone, long-range antenna. **\$29.95**



Leads two lives... **TH-667 TABLE PORTABLE.** Vernier fine-tuning. 3 1/2" speaker, 6 transistors, diode, thermistor. Gift-boxed with 2 leather carrying cases, earphone, long-range antenna. **\$39.95**



Power-Plus, with jewel-case styling... **TH-862 POCKET PORTABLE.** 8 transistors, 2 diodes, varistor, dynamic speaker. Gift-boxed with battery, 2 leather carrying cases, earphone, long-range antenna. **\$39.95**



15-transistor achievement... **XH-1500 HI-FI FM/AM PORTABLE.** Pushbutton choice of FM (86.5-108 mc) or AM (535-1605 kc) broadcasts. 15 transistors plus 5 diodes; varistor; AFC; 7" x 3" speaker; telescopic antenna, 2 additional antennas. Gift-boxed. **\$139.95**



For sailors, sportsmen, everyone... **WH-822MB MARINE BAND/AM PORTABLE.** 8 transistors, diode, thermistor; telescopic antenna, speaker. MB 1.6-4.5 mc—AM 535-1605 kc. Gift-boxed with 2 leather carrying cases, antennas, earphone. **\$59.95**
(Also available: Short Wave/AM model, WH-822SW—\$59.95)



The tiniest distance-getter... **WH-761SW SHORT WAVE/AM POCKET PORTABLE.** 7 transistors, diode, varistor; telescopic antenna; speaker. SW 3.8-12 mc—AM 535-1605 kc. Gift-boxed with 2 leather carrying cases, earphone, antennas. **\$49.95**
(Also available: Marine Band/AM model, WH-761MB—\$49.95)

The Standard of Quality the World Over

THE REPUTATION of Hitachi, Ltd., largest manufacturer to introduce small transistor radios throughout the U.S., is recognized wherever excellence is in demand. This year, fine Hitachi receivers again set the standard of quality and value over any other nationally known line. They retail from \$29.95 to \$139.95, and offer full dealer markup—even at the lowest list price. Through The Sampson Company and 300 distributing and servicing points in the U.S. . . local Hitachi dealers are assured of ample stocks, prompt deliveries, and dependable service right through the holiday season and beyond.

The Standard of Profitable Holiday Selling!

• powered by strong **NATIONAL ADVERTISING** in TIME, THE NEW YORKER, ESQUIRE, and EBONY—Plus top-rated Network TV Show participation.

• complete **DEALER PROGRAM**—tailored for results; includes Ad Mat Service, TV & radio scripts, line folders, posters, special mailings, continuing publicity—plus attractive gift-packaging.

• in-store **SALES MAKERS**

Illuminated shadow-box display for wall window, or counter.



Full-color 3-dimensional display for wall or counter.

Sell—Service—Satisfy with
HITACHI RECEIVING TUBES
Certified-Quality tubes for less
callbacks, more profits.



For Cool Fishing

TO COOL his sports fishing boat, Robert Peck, Ft. Lauderdale, Fla., installed Amana air conditioner. The results were fine, he said.

Contact your local
Hitachi distributor
today, or write

THE SAMPSON COMPANY (Est. 1921) ELECTRONICS DIVISION, 2244 South Western Avenue, Chicago 8, Illinois



DO-IT-YOURSELF dry cleaning was born in this Benton Harbor, Mich., coin laundry last January when Whirlpool began testing a prototype of its coin-operated unit. Four actual production models have now replaced those early machines.

Coin Dry Cleaner Brings In Crowds

Everyone, it seems, wants a crack at coin-operated dry cleaning.

The four Whirlpool units being tested in Benton Harbor's Clean Queen Store are in use 14 to 15 hours a day. Even at midnight, the machines are rarely still. At noon, the store is thronged, with customers and the curious.

More than 800 people tried, or at least saw, the units during the store's recent two-day grand opening.

Fifty similar units are being tested by Whirlpool in 20 other cities; last step before they go on the commercial laundry market.

Customers pay \$1.50 to clean eight pounds of clothing in 50 minutes. Machines will cost operators \$2,000 to \$2,500.



LIKE A NORMAL DRYER LOAD, clothing removed from the dry cleaner must be shaken out, for best results. This shaking out is enough to remove wrinkles from most garments.



CUSTOMERS LOAD the coin-op dry cleaner just as they would a standard automatic washer. Six quarters start it.



HANG GARMENTS (suits, coats and skirts especially) on hangers as quickly as possible, say instructions.

EMPLOYMENT OPPORTUNITIES

APPLIANCE MEN

NEW LINE, electric irons, electric fry-pans. Protected territories open to producers.

F. W. BUSCH COMPANY
Grafton, Wisconsin

LEGAL NOTICE

STATEMENT REQUIRED BY THE ACT OF AUGUST 24, 1912, AS AMENDED BY THE ACTS OF MARCH 3, 1933, AND JULY 2, 1946 (Title 39, United States Code, Section 233) SHOWING THE OWNERSHIP, MANAGEMENT, AND CIRCULATION OF

Electrical Merchandising Week, published weekly except the 3rd week in December, at Chicago, Illinois for October 1, 1960.

1. The names and addresses of the publisher, editor, and managing editor are: Published by McGraw-Hill Publishing Company, Inc., 330 West 42nd St., New York 36, N.Y.; Editor Laurence Wray, 330 West 42nd St., New York 36, N.Y.; Managing editor, Ted Weber, 330 West 42nd St., New York 36, N.Y.; Business manager: None.

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3. The known bondholders, mortgagees, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages, or other securities are: None.

4. Paragraphs 2 and 3 include, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting; also the statements in the two paragraphs show the affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner.

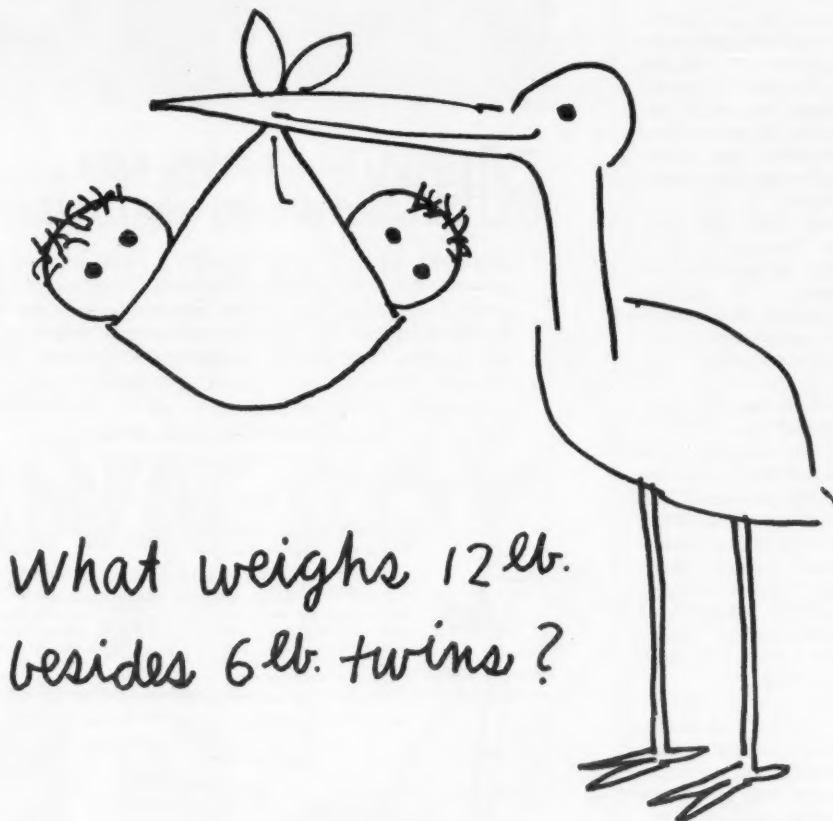
5. The average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the 12 months preceding the date shown above was: 40,630.

McGraw-Hill Publishing Company, Inc.

By John J. Cooke, Secretary

Sworn to and subscribed before me this 15th day of September, 1960.

JANET A. HARTWICK
(My commission expires March 30, 1961)



ANS. SEE GENERAL ELECTRIC HOME LAUNDRY ADVERTISEMENT OCT. 24.

BBB Boss Lambastes Brown Goods Servicing,

"One out of every 10 complaints registered with the (Better Business) Bureaus in 1959, was against electronics consumer products," BBB President Kenneth B. Willson told a meeting of EIA's service committee early this month. And with those accusing words, he launched into a merciless examination of brown goods servicing sins, as seen through the eyes of complaining consumers and dealers.

(Although brown goods were the whipping boys for this particular tirade, they aren't the worst offenders on the BBB's consumer complaint list, Willson admitted. Top honors—for the most complaints—go to the home improvement field, which includes such things as storm windows and doors, carports, roofing and siding. Major household appliances hold down the second slot.)

None of these brown goods gripes is new. They've all been hashed time and again. But rarely have they been grouped together, couched in such embarrassingly clear language and dumped in the laps of the offenders the way Willson did. Why the get-tough policy? As he reminded the EIA men, "These charges and complaints of malpractices against your industry are not Better Business Bureau charges and complaints; they represent the voices and the views of your customers, dealers and servicemen as they were registered with us in a recent study."

Customer gripes about dealers and servicemen was the first group of charges Willson tackled in his brown goods "J'Accuse." Here's what he had to say:

Consumers don't understand warranties. "A great many . . . do not comprehend why they are obligated to pay a serviceman to tell them why an in-warranty set or product has broken down—and they comprehend even less why they must pay him to repair it."

"They feel that if their new product has some factory built-in defect they should not be penalized by being asked to pay for it. This . . . is a primary cause of all home electronics and appliance complaints received by us."

Consumers often feel they've been "robbed" or "gypped" by servicemen. Often dealers themselves complain to the BBB about "their unethical minority," Willson said. "On a number of occasions (we) have made investigations of the integrity of certain dealers . . . Such investigations invariably have confirmed that the servicemen complained against in volume were overcharging or loading the bill with extensive repairs and parts."

Servicemen are often un dependable, Willson went on listing gripes. They promise to come, then don't show—"sometimes on two and three occasions . . . Consumers also report that if a product cannot be quickly repaired in the home on a service call, the serviceman who takes it to his shop may keep it there many days, or even weeks, before returning it. Few explanations, if any, are given as to the cause of delay."

Servicemen are inefficient or incompetent, many of the BBB's complaints charge, Willson said. "They (consumers) report that, after extensive probing so-called servicemen who call at homes can't figure out what's wrong with a set, and insist it has to go to the shop for repairs."

"Often, even the qualified serviceman who cannot properly diagnose or correct a fault without using his bench equipment, is complained against by a public which does not understand the difficulty encountered in servicing."

Servicemen often complain to BBB about "the unfair and unconscion-

able practice of a minority in their business who sell as new, or without disclosure of their true nature, tubes which have been used, or used and rejuvenated," Willson went on. The reason relatively few consumers gripe this point: "They don't realize it goes on."

Those are the major consumer gripes, Willson said. But there is a scattering of others against brown goods servicing. For instance:

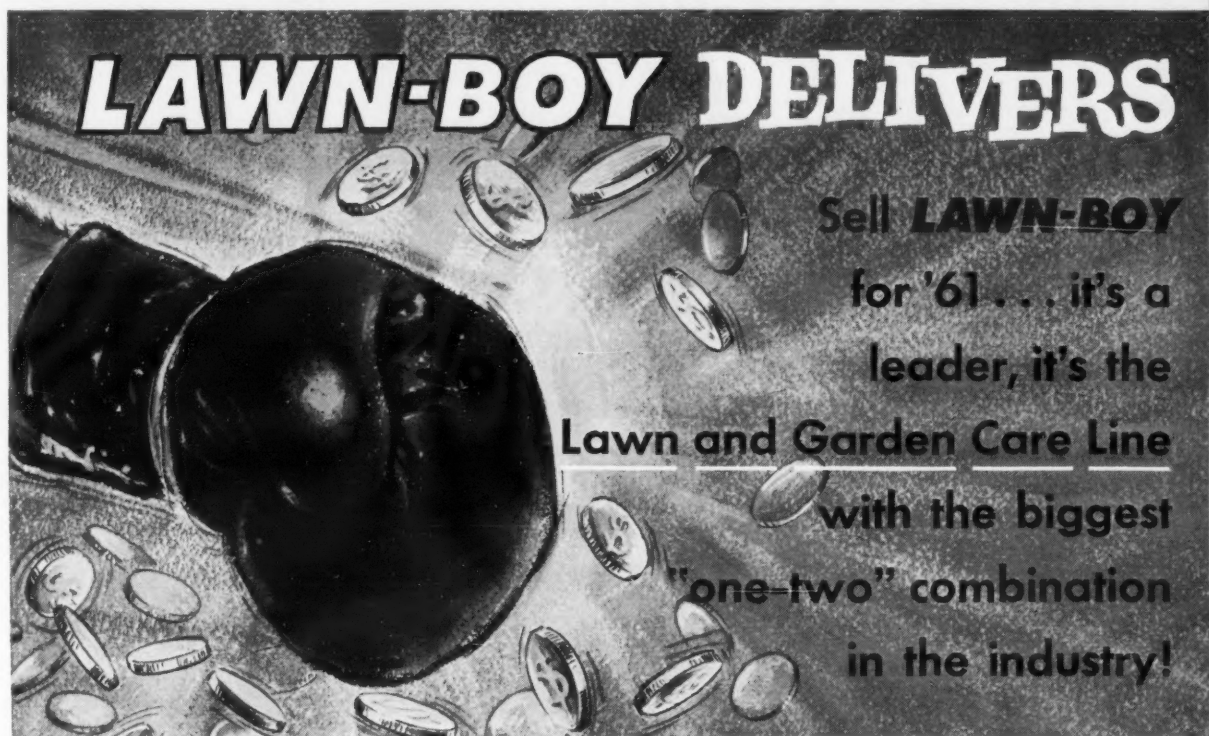
- Use of defective parts and replacement tubes
- Failure to perform on promised adjustment of unsatisfactory service
- Failure to fulfill guarantees or contracts

- Insistence upon continually attempting to repair a "lemon"
- Oral misrepresentation as to what's wrong, often made in connection with a "free" estimate followed by a final price much higher
- Rates for servicing too high
- "Brush-off" by manufacturer on complaints made directly to him
- Failure to live up to "24-hour" and similar service claims

Gripes against manufacturers from dealers and servicemen was the next category Willson tackled. In explaining why he felt this category was important, he said, "The public's image of the electronics serviceman is something that, to

LAWN-BOY DELIVERS

Sell **LAWN-BOY** for '61 . . . it's a leader, it's the **Lawn and Garden Care Line** with the biggest "one-two" combination in the industry!



NEW LAWN-BOY HOBBY-GARDENER

Another first from LAWN-BOY! New all-purpose, low price garden tool that makes every homeowner a prospect. Get this: the Hobby-Gardener sells for less than \$100! And get *this*: it tills, cultivates, edges, digs holes for bulbs, handles a hundred "week-end" gardener chores. Here at last, "power gardening" that everyone can afford. Rugged LAWN-BOY power and performance. Easy handling. Easy selling, too, because nothing compares with this big-volume LAWN-BOY Hobby Gardener on the market today!

Model 1116—\$99.95



LAWN-BOY 3-hp Master Gardener Model LRT-3
\$159.95

Power tilling for the serious gardener. Real work horse. Easily handled. Tills 16" swath, 6" deep. Handle controls. Always a big seller!

LAWN-BOY 2½-hp Gardener Model LVT-1
\$124.50

Lightweight, strong tilling power for small space gardening. Tills 9 to 17 inch swath. Loaded with accessories. Low priced!



LAWN-BOY Automower
The Self-Propelled with positive control and easy to operate!

Model 8210—21"—\$119.95



LAWN-BOY Deluxe
For the "middle" buyer who wants the best for just a little less!

Model 7210—21" \$92.50
Model 5210 18"—\$82.50



LAWN-BOY Special
Bigger smaller-lawn sales!

Model 3050—18"—\$62.50

Cites Long List Of Consumer, Dealer Gripes

put it mildly, leaves a great deal to be desired . . . Whether you (manufacturers) like it or not, much of the public's opinion about that reputation rubs off on your widely advertised and publicly polished trade-marks.

"Many servicemen complain to us that manufacturers have not done enough to help create public acceptance of the servicing of their products as a legitimate business run for the most part by men of integrity who charge for their services on an honest basis. Instead, it is argued, manufacturers soft-pedal the service needs of their products, and thereby fail to create public acceptance of the inevitability of

having to repair and replace worn and worn-out parts, and for the costs incident thereto . . .

"Many in the service business feel," Willson summed up this complaint, "that nothing effective is being done from the standpoint of public relations . . . by the manufacturers to help correct the situation."

Replacement parts aren't readily available is the cry most often heard by BBB, Willson went on. But, he said, though it's an understandably hard problem to solve, a solution must be found.

"The industry may feel it has some good alibis for this problem,

but they are not good enough to satisfy the irate customers, or the frustrated servicemen . . . (who) find it difficult, if not impossible, to believe that the brains and intelligence which have been able to create the fabulous new electronics miracles about which they read every day, cannot develop a system which will deliver replacement parts promptly."

Manufacturers oversell their products with unwarranted and exaggerated advertising claims about alleged trouble-free performance, Willson continued his list of gripes. "This sort of misinformation can only cultivate customer opinion

bound for disillusionment, dissatisfaction and loss of confidence in the brand name."

One-year warranties on electronics products is a popular gripe topic, Willson said. Many dealers and servicemen feel that offering such warranties "places an undue economic burden upon them—considering the number of calls required and the profit margins under which they operate."

Other subjects for gripes against manufacturers that Willson outlined included:

- Inadequate field testing before a product is put into mass production
- Inadequate inspection as product leaves the factory
- Delay in correcting manufacturing faults
- Delay in getting new product and service data to the servicing field
- Use of components of sub-standard quality
- Unavailability of parts for "orphan" products, those which have been discontinued
- Badly designed units from a servicing standpoint; servicemen feel components that may need servicing should be conveniently accessible
- Labor costs on printed circuits stemming from difficulty of isolating trouble
- Inadequate manufacturer training facilities
- Cordial dislike for "captive" service organizations
- Lack of standardization of tube types
- Inadequate operating information for consumers
- Lack of cooperation with dealers and servicemen

Parts distributors were the objects of Willson's third category of complaints. Here's a partial list of some of the gripes:

- Parts are hard to get. Though this gripe is primarily directed at the manufacturer, distributors must assume some of the responsibility.
- Lack of proper communication between servicemen and distributors makes it impossible for the serviceman to give definite information to his customers and subjects him to unwarranted charges of indifference and inefficiency.
- Distributors too often sell parts to "do-it-yourself" consumers at dealer prices, thereby depriving dealers and servicemen of a legitimate source of income.
- There are too many "ill-trained, ill-equipped, part-time servicemen who operate from their garages, attics, basements or hats and who are, for the most part, incompetent," Willson concluded his list. Legitimate servicemen feel distributors shouldn't deal with these fringe folk.

What's BBB's reason for airing all the dirty linen? Willson put it this way: "Our primary function is to serve business as its agency of assistance in practicing self-discipline." And he went on to cite two recent examples of this function in action: "Three-channel stereo" and net versus gross refrigerator capacities. In both instances, the manufacturers who were "going astray" in the BBB's eyes, mended their ways.

THE PROFIT PUNCH!

1 POWERFUL PRODUCT

Now for '61, and brand new for '61, all-purpose power gardening tool for under \$100 plus a luxurious new rider with electric starting at no extra cost—round out the biggest sell-out line in Lawn-Boy history! Cash in on the brand that is getting the attention of second-time-around buyers—50% of your market. The brand that is easier-starting, trouble-free, power-matched, better built throughout. The brand with a proven name for quality and profit . . . Lawn-Boy!

2 POWERFUL PROMOTION

Strong national advertising in the big, buying books, yes! Plenty of it. But more important . . . 3 big promotions for '61 that will top anything you've seen. To "traffic" your store. Extend your selling period. Make you the envy of competitive dealers. Instructions, display materials, 3 complete promotions—each time personally implemented by Lawn-Boy sales personnel. All this plus strong co-op advertising assistance from your Lawn-Boy Distributor. Go Lawn-Boy for '61!



LAWN-BOY Grass Catcher
Cleans and sweeps as it mows!

Model 7250—21"—\$99.95



LAWN-BOY Quietflite
The softer mowing sound that sells!

Model 5250—19"—\$99.95

LAWN-BOY reserves the right to make engineering changes without prior notification or responsibility to the purchaser.

THIS YEAR OF ALL YEARS IS YOUR YEAR TO GO LAWN-BOY!

Get all the facts now . . . the full profit story . . . details about your LAWN-BOY protected franchise—mail coupon today! And be sure to see the LAWN-BOY line in person . . . Booth 701 at the National Hardware Show at the Coliseum in New York. You are welcome!

The Top Profit Line In The Industry

LAWN-BOY

OMC ENGINES & EQUIPMENT DIVISION
Outboard Marine Corp., Waukegan, Ill.

CLIP THIS COUPON . . . MAIL IT RIGHT NOW

Yours with
LAWN-BOY
protected profits . . .
protected franchise . . .
protected service
from over 3500
Authorized Service
Dealers covering
the U.S.A.!

LAWN-BOY, Dept. LEMW-100
OMC ENGINES & EQUIPMENT DIVISION
Outboard Marine Corp., Waukegan, Ill.

Check one square . . .

☐ Send me full details on the
new 1961 LAWN-BOY line

☐ Tell me how I can become
a LAWN-BOY dealer

Name _____

Address _____

City _____ Zone _____ State _____



New IAM Head

SOL GOLDIN, manager of retail marketing, Whirlpool, has been named president of the Institute of Appliance Manufacturers, succeeding F. H. Guthrie.

NHMA's Show Requests Soar

Requests for booths at the 34th Housewares Exhibit of the National Housewares Manufacturers Assn. are exceeding all expectations, according to Dolph Zapfel, secretary.

Manufacturers' requests totaled more than 2,000 booths, compared to about 1,200 used in Navy Pier and Drill Hall last January, Zapfel said.

Scheduled for Jan. 16-20, 1961, at McCormick Place, Chicago's \$35 million lake-front exposition center, the show will be the first trade show in the new hall. The exhibit will be contained on two floors. The building is air conditioned.



Manages RIAA

HENRY BRIEF who was made general manager of the Record Industry Assn. of America. He was TV, radio, hi-fi editor of "Home Furnishings Daily."

ASSOCIATION NEWS

National Assn. of Retail Grocers of the United States (NARGUS) and Kelvinator will join in publication of a multi-page advertising section in the Oct. 22 "Saturday Evening Post." It is the first time that an appliance manufacturer participated in the Food Store Spectacular. The Kelvinator ad will announce a \$50,000 contest.

National Retail Merchants Assn. has warned sales promotion officials to use good taste in designing Civil War motifs during the 1961 centennial observance of the War Between the States.

"Anything you do concerning the Civil War must be done in good taste and with proper respect for the emotions which events concerning that war arouse," wrote Edward F. Engle, manager of the NRMA sales promotion division.

National Electrical Manufacturers Assn. will hold its 34th annual meeting Nov. 17 at the Savoy Hilton Hotel in New York. A panel of some of the industry's leading scientists will discuss research and its practical applications in the electrical manufacturing field.



New NAPMA Seal

NATIONAL APPLIANCE PARTS Manufacturers Assn. has adopted the official seal shown above. The design was selected from a group submitted in a competition at the school of architecture and design at the University of Michigan. The seal is the first step in a program to acquaint parts jobbers, distributors and the industry with parts made by members of the association.

Edison Electric Institute's Live Better Electrically program has prepared slide and script presentations dealing with the 1961 LBE program. They show current advertising, promotional materials and research findings.

The material was collected for the use of utilities during fall sales meetings. Part of the advertising campaign is designed to sell the "flameless" feature of electrical appliances. Dealers will be able to take advantage of the national "flameless" advertising campaign through point-of-sale materials which will be available to them and through local advertising.

The 50th annual convention of **National Retail Merchants Assn.** will be held Jan. 8-13 at the Statler-Hilton Hotel, New York. The business meeting of the organization will be on Jan. 10 and the board of directors will meet Jan. 11. National Retail Merchants Week will be observed Jan. 30-Feb. 4.

IT ISN'T THE HEAT
THAT'S PROFITABLE...



Humi-zon Humidifier is another fast turnover, high profit dealer bonanza from Pentron

There's a vast, virtually untapped market for this handsomely-styled, highly efficient humidifier. Practically everyone who walks into your store is a prime prospect. The Humi-zon by Pentron draws air through a filter to remove dust, pollen and other air-borne impurities . . . then circulates it through a series of moisture controlling baffles. This silent guardian of health and comfort keeps humidity at proper levels for pennies a month. Available in two decorator color combinations. It's a lot to sell, and it's priced to sell in quantity. Pull profits out of thin air with the Humi-zon by Pentron.

Exclusive distributor franchises available. Write for details.



PENTRON SALES CO., INC.

Subsidiary of Pentron Electronics Corporation, 779 South Tripp Avenue, Chicago 24, Illinois

MODEL HZ-500 \$29.95 (ZONE 1)



GENERAL



ELECTRIC



CLOCKS



CAN



SELL



7 TIMES



FASTER



THAN ANY
OTHER ELECTRIC
CLOCK BRAND



It makes sense when you realize that General Electric clocks are preferred 7 to 1 over any other electric clock brand as reported by the Starch Marketing Data Service.

GENERAL ELECTRIC	73%
Brand B	4%
Brand C	2%
Brand D	10%
Brand E	1%
Brand F	6%
All Others	4%

YOU GET MORE TO SELL
IN A GENERAL ELECTRIC CLOCK
. . . AND YOUR CUSTOMERS
GET MORE THAN TIME!

General Electric clocks lead in popularity because they lead in extra features: lighted dials, repeat alarm, miniature styling and many more. They offer a variety of pre-tested quality designs that consumers know through continuous advertising. Put this popularity to work—stock the General Electric clock line. General Electric Co., Clock and Timer Dept., Ashland, Mass.

Progress Is Our Most Important Product
GENERAL ELECTRIC

Dealers Advise
Westinghouse

CONTINUED FROM PAGE 6

ment in all Westinghouse departments. Here's a sampling of what they told EM Week last week:

• "The meeting got off with a bang," reported dealer Peter Dafnis of Baltimore, Md. "We told them about a feature on one of their models which we didn't like. They were unaware of the disadvantages of this feature. In the three days we spent there we showed them a lot else they weren't aware of. Believe me, they were glad to have our help. They can learn from us and at the next meeting they'll learn more."

• "What impressed me most," said Bernard Fortin, Woonsocket, R. I., dealer, "was that we got a real breakthrough to the top people. They were at our complete disposal for three days. We all learned a lot about each other's problems."

"The most important thing we got across," continued Fortin, "was the need for field testing mechanically new models with dealers before they start production. Dealers are on the firing line when it comes to sales and can give the best opinion on product innovations."

• "I've been in the appliance business for 27 years," declared Lloyd C. Bell of West Palm Beach, Fla., "and I was pretty well discouraged with the industry's drift away from quality to get price. But after that meeting, now I'm convinced that Westinghouse cares about quality, too. Getting our opinions and promising to take action on what we say convinces me that they care."

Dealers were chosen for two-year terms on the council, explained Anderson, to give them time to see the results of their suggestions. Each dealer represents a geographical area, is an owner-operator of his store close to his business and does his own service work. Seven out of the nine carry competing lines in addition to Westinghouse.

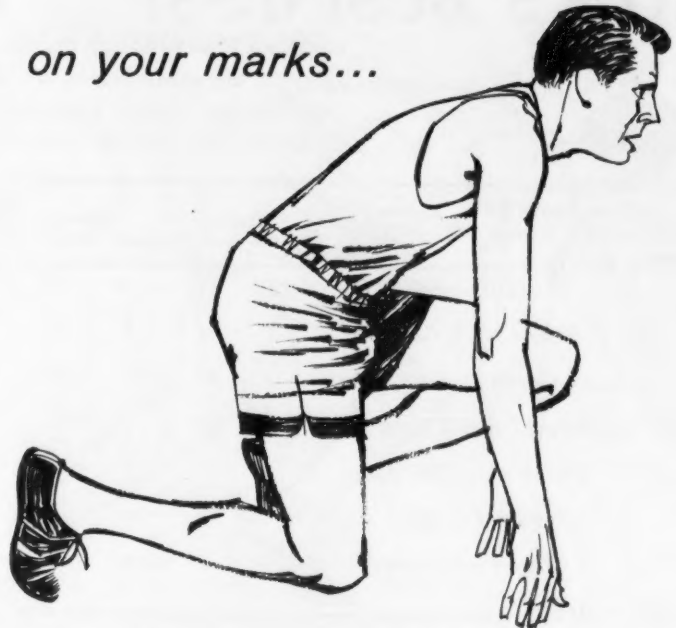
Before the meeting, the nine dealers wrote others in each area and asked them for questions to ask the brass. Now they are reporting back to these dealers.

The program has another phase to improve communications between store and factory, said Anderson. District distributor managers will set up many regional councils—junior models of the national council. The emphasis in these will be on new merchandising and promotion ideas.

Members of the nine-man council are: Bert Olson, of Olson's in Glendale, Calif. (chairman); Bernard Schaefer of MacDougall's in Seattle, Wash. (secretary); Bernard Fortin, Fortin's Home Appliances, Inc., Woonsocket, R. I.; Peter Dafnis, Dafnis Appliance Co., Baltimore, Md.; Lloyd C. Bell, Felder-Bell, Inc., West Palm Beach, Fla.; Jack Mooney, Broyles Electric, Marion, Ind.; Frank Kirby, Anniston Electric, Anniston, Ala.; B. McCollum, Hicks Rubber Co., Waco, Tex.; and Jack Rook, Rook's Appliances, Boulder, Colo.

The next meeting is not set yet, but when it is, both sides will be raring to go.

on your marks...

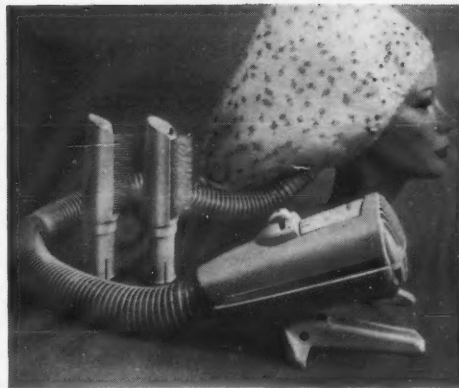


it's the **go-year**
for **FRIGIDAIRE**

ROOM AIR CONDITIONER DEALERS

new products • new prices • new installation • new way to sell

NEW IDEAS MAKE THE DIFFERENCE IN RONSON PRODUCTS



Another first
from Ronson!

New! Ronson Beauty Trio Hair Dryer lets your customers dry hair three ways ... with exclusive warm air BRUSH and COMB attachments and adjustable HOOD. Also adjustable base for portable use. Stock Beauty Trio in attractive carrying case with "see through" window — makes an outstanding display. suggested retail \$26.95

One year free service on
all Ronson products. 77
national service outlets.

RONSON
International Standard
of Excellence

Ronson Corp., Woodbridge, N. J.

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One Ronson Road, Woodbridge, N. J.		
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Please send me complete information on all Ronson appliances plus full details of new cooperative advertising program.		
NAME _____		
COMPANY _____		
ADDRESS _____		
CITY _____	ZONE _____	STATE _____

HOW'S BUSINESS?

Here's the answer for 26 key markets which cover 15% of the U.S. buying public. Based on flash reports of dealer sales in the areas served by these utilities, the chart provides you with an authentic, timely index of retail sales. It's an ELECTRICAL MERCHANDISING WEEK exclusive.

Aug. 1960 vs. Aug. 1959	00	Refrigerators	Freezers	Electric Ranges	Electric Water Heaters	Washers	Clothes Dryers	Dish-Washers	Room Air Conditioners	TV
8 Mos. 1960 vs. 8 Mos. 1959	00									
IN THE EAST										
United Illuminating Co.	-11	+3	0	+14	-13	-5	+54	-70	-8	
	-3	+18	-1	+46	-10	+3	+31	-9	+5	
N. Y. State Elec. & Gas Corp.	-17	-5	-5	-23	+2	+3	*	-54	*	
	-3	+6	-1	-16	+3	+5	*	-33	*	
Jersey Central Power & Light	+34	+65	+28	-25	+22	+14	+110	-18	+56	
	+18	+24	+14	-9	+10	+26	+58	-8	+15	
New Jersey Power & Light Co.	-12	-5	+13	+13	-25	-20	-16	-27	-6	
	+4	+7	+13	+19	-5	+3	+4	-24	0	
Philadelphia Elec. Assoc.	-4	-11	-12	-13	-17	-22	+49	*	-11	
	+4	+18	-4	-26	-6	+3	+44	-7	+2	
Pennsylvania Elect. Co.	-26	-28	+2	-44	-14	-18	+2	-29	-3	
	-9	-9	-11	+12	-7	0	+15	-25	-3	
West Penn Power Co.	+2	+15	0	-25	0	+34	+9	-11	+17	
	-3	+4	0	+2	-3	+14	+7	-31	+5	
IN THE MIDWEST										
Dayton Power & Light Co.	-11	+10	-10	-43	-6	-12	+34	-63	-82	
	-8	+10	-5	-13	-16	-21	+17	-44	-14	
Central Illinois Public Service	-10	-7	-25	-9	-21	-45	+12	-34	-14	
	-8	-14	-12	-8	-15	-22	+11	-21	-4	
Kansas Gas & Electric Co.	-9	+28	-12	+25	+18	-7	+5	-45	-20	
	-4	+2	-8	+16	-10	-4	-6	-21	-10	
Kansas Power & Light Co.	-7	-10	0	-8	-10	+3	*	-53	-4	
	+1	-7	-7	-5	-6	-5	*	-14	-4	
Nebraska-Iowa Elec. Council	+2	-5	0	-12	-4	0	-63	-51	+1	
	-9	-9	+4	-36	-6	0	-21	-20	-4	
IN THE SOUTH										
Chattanooga Elec. Power Bd.	-9	+23	-4	-12	+6	+45	+68	-11	-8	
	-2	-10	-4	-10	-7	+5	+32	-11	-2	
Nashville Elec. Service	+4	+22	-10	+2	*	-8	*	*	*	
	+5	+4	-1	+2	*	+6	*	*	*	
Florida Power & Light Co.	-25	+25	-36	-20	-28	-48	-34	+1	-13	
	-7	+10	-3	-22	-14	-6	+20	-7	0	
Florida Power Corp.	-4	-3	-16	-30	-18	+16	+15	-32	-7	
	-3	+11	-13	-14	-17	-1	+19	-18	-1	
Tampa Electric Co.	+15	-6	-25	-14	-3	+72	+34	+32	-1	
	-2	+21	-16	+9	0	-18	+8	+2	-6	
IN THE SOUTHWEST										
Dallas Power & Light Co.	-36	-15	+34	*	-25	+33	-22	-52	-30	
	-10	+12	+19	*	+11	+42	-9	-47	-11	
Gulf States Utilities Co.	*	*	-22	+17	*	-3	*	*	*	
	*	*	-10	+12	*	0	*	*	*	
El Paso Electric Co.	-21	-21	-40	-62	*	+44	0	+107	-10	
	-24	-32	-28	-46	*	-17	+21	+16	-16	
Southwestern Electric Power	+8	+31	-4	+38	-7	+20	-19	-15	+82	
	0	-12	-5	+2	-9	-10	-18	+3	-2	
New Orleans Public Service	-17	-1	+17	*	-6	-43	-27	+18	-1	
	-12	+2	+10	*	-14	-31	-12	+6	-4	
IN THE WEST										
Idaho Power Co.	-37	-24	-24	-27	-22	-38	*	*	*	
	-17	-18	-12	-15	-14	-13	*	*	*	
Pacific Gas & Electric Co.	+5	-52	+21	+16	+3	-1	+10	-32	+8	
	+9	+8	+15	+10	+1	+3	+10	+14	+3	
Pacific Power & Light Co.	-14	-8	-8	-9	+2	+4	+27	+10	-16	
	-12	-11	-7	-5	-8	-9	+28	-21	-11	
Washington Water Power Co.	-7	-4	-14	+6	-17	-11	+41	-17	-22	
	-17	-18	-8	-2	-24	-10	+43	+12	-19	
NATIONAL										
Aug. 1960 vs. Aug. 1959	-8	-16	-4	-19	-8	-5	+12	-29	-4	
8 Mos. 1960 vs. 8 Mos. 1959	-1	0	0	-11	-6	-1	+17	-11	-1	

0 = No Change

* = Not Available

Long, Not So Hot Summer

In summing up, one utility news release put it this way: "Could it be that the tradition of propping our feet on the desk, watching the clock, and complaining, instead of getting out and selling, is the chief source of the so-called 'summer slumps' which afflict many other-wise prospering businesses?"

Well, whatever the reason, business was bad in August, according to 26 leading utilities across the land. All but one of the nine major appliances charted above reflected

the summer slump in retail sales. A quick check of the figures will show just how bad business was—water heaters down 19%, washers and refrigerators off 8%, dryers down 5%, and air conditioners, the summer's biggest disappointment, off a whopping 29%. And for the fifth straight month television has shown a retail sales dip compared with 1959.

The eight-month totals are not much better. Again, only dishwashers show a gain. Freezers and

ranges are just about even with 1959 while water heaters, air conditioners and washers are off 11%, 11% and 6% respectively.

The utilities, however, are looking forward to the cooler, and perhaps more profitable, fall months. In Texas, prospective customers by the thousands will be visiting the upcoming Electric Show at Dallas. A fall dryer campaign is being planned in the UI area in Connecticut. On the West Coast, hard hitting TV promotions are getting underway. Signs indicate that September was better for dealers, and they hope with the help of industry promotions, fall will be better.

Lehman Backs Annual Models

CONTINUED FROM PAGE 3

not necessarily mean that product improvements must be delayed until the new line introduction, Lehman added. In recent years, he said, Frigidaire has introduced Frost-Proof refrigeration, Frigi-Foam insulation, the "baby care" washer and "flair" ranges mid-way in the model year.

Frigidaire's lines are "dated for freshness" because of the firm's belief in an annual model change. "Undated appliances, like undated bakery goods in the grocery store, may or may not be fresh. The customer has no way of knowing."

Changes in appearance are economically sound because they are not necessarily expensive, Lehman continued. "Actually a progress-minded manufacturing organization finds considerable economy in programming toward a calendar deadline."

In addition, said Lehman, improvements in other consumer benefits such as convenience and cleanability can be incorporated in a styling change.

He also touched on problems of service and quality. While welcoming "constructive criticism," he said he was concerned about damaging criticism in the past year. "Our concern is based on the fact that this type of criticism is confusing to the consumer . . . It is causing the consumer to set unreal standards for products and service."

FOR THE MOST ADVANCED FEATURES IN
APPLIANCES, TV, RADIO AND STEREO

PHILCO
YOU NEED



Distributor salesman adjusts television camera so . . .



. . . wide angle lens will pick up picture of any customer who walks into store and flash it on TV screen. A salesman snaps picture with a Polaroid and in a minute . . .

. . . The Customer Gets The Picture and a Pitch

It's all part of a slick promotion conceived, set up and pulled off by Sylvania distributor Stan Burghardt, operator of Burghardt Radio Supply in Watertown, S. D.

Figuring that nothing pleases like a picture, Burghardt combined closed-circuit television and picture-in-a-minute photography which enables dealers to provide customers framed photos of themselves "on the air" in only a minute.

When a customer enters the dealer's store, he is "picked up" by a concealed TV camera (checked by distributor salesman Kermit Frantz in first picture) and his image is flashed on several monitor sets stationed around the floor.

After the customer spots himself on the TV screen and moves in for a closer look, a salesman standing near the TV camera switches to the telephoto lens. Immediately, a full head-and-shoulders image of the customer flashes on the screen.

Then a member of the store's demonstration team steps forward

with a Polaroid Land camera and snaps a picture—from three or four feet away—of the TV screen. A minute later, he has a close-up of the customer "on the air."

Once the picture is snapped, the customer will stand there and wait for it to come out of the camera, Burghardt explains, and that's when the salesman can work into his sales pitch.

"It might sound hammy," Burghardt admitted, "but it's bringing home the bacon." The distributor claims that the promotion has boosted in-store traffic as much as 50% and sales in some areas almost 20%.

The costs? Burghardt supplies the Polaroid and TV cameras free and film at cost. He figures the dealer will average 60 to a 100 pictures during a three-day promotion, at an expense of about \$20. Including advertising, the whole deal should run between \$100 and \$150—maybe \$200 in large cities.

get set...



it's the **go-year**
for **FRIGIDAIRE**

ROOM AIR CONDITIONER DEALERS

new products • new prices • new installation • new way to sell

NEW REPLACEMENT CUSTOMERS
CAN INCREASE YOUR SALES . . .

BOOST
YOUR
BRAND
by 19%

Appliance retailers in central cities are continually losing white customers to suburban shopping centers. As a vital replacement, central-city appliance stores are now increasingly dependent upon brand-conscious Negro customers, who spend up to 19% more on a per capita basis for all types of appliances.

This population change-over has been so rapid that some marketing men are amazed to learn that Negroes now account for well over 53% of the total population of Washington, D. C., 31% of Newark, 27% of Detroit and 36% of New Orleans. In light of these changes, your media and big-city marketing strategy must be re-evaluated.

EBONY Magazine is purchased by more Negroes and has more "effective" local coverage of this untapped potential than any other visual medium.

Why not help these central-city retailers boost your brands by 19%? Write for Booklet HF, "Retailers Are Losing Your Customers."



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**don't vote
in the dark**

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and then decide where you stand*



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In the old west, a Colt revolver was known as the "great equalizer." Today, it is your vote.

When you step into the voting booth, you enter the one place in the world where all men are truly equal. Your secret vote carries the same weight and counts exactly as much as that of the mightiest person in the U.S.A.

See you at the polls!

Published as a public service in co-operation with The Advertising Council

Hotpoint Products Must Pass These Rugged Tests



Smeared lipstick and sloshed food . . .

. . . challenge this laboratory dishwasher through hundreds of trial runs. Normally, a woman—even a messy one—doesn't leave 1/100 the amount of lipstick this Hotpoint home economist smeared on each cup and glass. But she's deliberately trying to trip up the dishwasher, prototype of models to come.

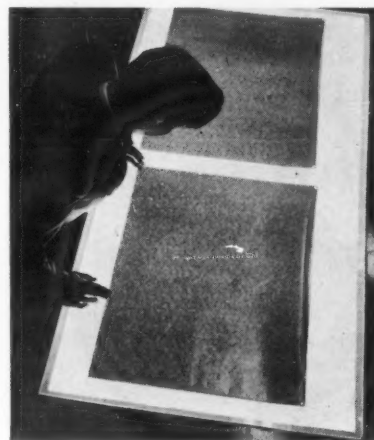
In a lab across the hall, three technicians are examining automatic clothes washer that just finished doing 48,000 pounds of dirty laundry. They're looking for worn out parts.

And, in another part of Hotpoint's plant, a mechanical force 10

times more powerful than a human force is jerking open a refrigerator door. Then slamming it shut. After 400,000 jerks and slams, an inspector will look over the door, door handle and accessories for wear and tear.

Why does Hotpoint take the trouble to run these prototypes of appliances-to-come through grueling trials? Because, like any other manufacturer, Hotpoint knows it can't sit on past successes. It has to come up with something the customer will want—tomorrow. And something the dealer can sell him with a minimum of service worries.

Keen eyes and fluorescent lights . . .



. . . are Hotpoint's watchdogs in the trial, pictured at left. This Hotpoint researcher is looking for tiny holes or tears in a newly developed laminate material.

If he doesn't find any, the material might be used for insulation in the next carload of Hotpoint refrigerators or food freezers sent to your city.

What other tests did the prototype of those boxes go through before they were okayed for production?

They were pushed, dropped, shoved, thumped, rattled, rocked and rolled. And researchers even dumped the boxes in water—to see if they'd leak, sink or swim.

Years and years worth of cycling . . .

. . . can break down a range's surface unit. And that's just what this young researcher is trying to do. (The range has to pass 15 years of life to be acceptable.)

In another lab, a brother researcher is trying to do the same thing to a food waste disposer. But his method is a little different. Instead of electricity, his torture tool is some 2,000 pounds of lead pipe, nails, screws, banana peels, celery stalks, carrots and other chewy tidbits, which he's gleefully jamming down the disposer's throat.

Can it take it? When will it break? Why? Those are the questions Hotpoint's team of scientists are asking—and answering.



A Quick Check of **BUSINESS TRENDS**

	LATEST MONTH	Preceding MONTH	YEAR AGO	THE YEAR SO FAR
FACTORY SALES appliance-radio-TV index (1957 = 100)	112	120	115	2.6% down* (June 1960 vs. June 1959)
RETAIL SALES total (\$ billions)	18.1	18.1	18.3	1.1% down (Aug. 1960 vs. Aug. 1959)
APPLIANCE-RADIO-TV STORE SALES (\$ millions)	329	320	340	3.2% down (July 1960 vs. July 1959)
CONSUMER DEBT + + owed to appliance-radio-TV dealers (\$ millions)	276	277	284	2.8% down (July 1960 vs. July 1959)
FAILURES of appliance-radio-TV dealers	19	31	33	42.4% down (Sept. 1960 vs. Sept. 1959)
HOUSING STARTS (thousands)	127.4	115.0	142.4	10.5% down (Aug. 1960 vs. Aug. 1959)
AUTO OUTPUT (thousands)	139.2**	134.1**	118.8**	17.2% up
PERSONAL CONSUMPTION EXPENDITURES for furniture-household equipment (\$ billions)	18.7+	18.9+	19.0+	1.5% down (2nd qtr. 1960 vs. 2nd qtr. 1959)
DISPOSABLE INCOME annual rate (\$ billions)	354.3+	347.0+	338.3+	4.7% up (2nd qtr. 1960 vs. 2nd qtr. 1959)
CONSUMER SAVINGS annual rate (\$ billions)	25.8+	23.7+	24.8+	4.0% up (2nd qtr. 1960 vs. 2nd qtr. 1959)
EMPLOYMENT (thousands)	68,282	68,689	67,241	1.5% up (Aug. 1960 vs. Aug. 1959)

*New index being used. Federal Reserve Bulletin, Jan. 1960 (seasonally adjusted).

**Figures are for week ending October 8, 1960 and preceding week (revised).

+Figures are for quarters.

++Federal Reserve Bulletin figures (revised).

A Quick Check of **INDUSTRY TRENDS**An up-to-the-minute tabulation of estimated industry shipments of 15 key products. **New figures in bold-face type.**

		1960 (Units)	1959 (Units)	% Change
DISHWASHERS	Aug.	52,300	43,900	+19.13
	8 Mos.	364,000	318,800	+14.18
DRYERS, Clothes, Electric	Aug.	69,658	87,291	-20.20
	8 Mos.	432,250	493,892	-12.48
Gas	Aug.	35,461	45,906	-22.75
	8 Mos.	228,046	241,974	-5.76
FOOD WASTE DISPOSERS	Aug.	66,200	62,500	+ 5.92
	8 Mos.	482,400	472,400	+ 2.12
FREEZERS	Aug.	112,200	108,400	+ 3.51
	8 Mos.	784,000	886,000	-11.51
PHONOGRAPH SHIPMENTS	July	293,551	203,259	+44.42
	7 Mos.	2,100,422	1,698,880	+23.64
PHONOGRAPH RETAIL SALES	July	239,736	207,721	+15.41
	7 Mos.	2,104,779	1,738,997	+21.03
RADIO PRODUCTION (excludes auto)	Week Sept. 30	256,982	283,364	- 9.31
	39 Weeks	7,621,571	6,775,406	+12.49
RADIO RETAIL SALES	Aug.	707,546	729,999	- 3.08
	8 Mos.	6,471,324	5,511,699	+17.41
TELEVISION PRODUCTION	Week Sept. 30	150,503	188,135	-20.00
	39 Weeks	4,368,666	4,488,857	- 2.68
TELEVISION RETAIL SALES	Aug.	429,346	492,449	-12.81
	8 Mos.	3,479,731	3,126,981	+11.28
REFRIGERATORS	Aug.	301,400	314,100	- 4.04
	8 Mos.	2,370,600	2,551,200	- 7.08
RANGES, Electric, Standard	Aug.	65,900	61,300	+ 7.50
	8 Mos.	558,300	624,000	-10.53
Built-in	Aug.	56,500	55,300	+ 2.17
	8 Mos.	450,100	470,700	- 4.38
RANGES, Gas, Standard	Aug.	120,200	143,300	-16.12
	8 Mos.	967,400	1,069,200	- 9.52
Built-in	Aug.	31,700	32,800	- 3.35
	8 Mos.	229,000	220,200	+ 4.00
VACUUM CLEANERS	Aug.	280,575	268,465	+ 4.51
	8 Mos.	2,186,051	2,200,887	- 0.67
WASHERS, Automatic & Semi-Auto	Aug.	230,540	270,332	-14.72
	8 Mos.	1,634,000	1,891,871	-13.63
Wringer & Spinner	Aug.	65,959	89,517	-26.32
	8 Mos.	482,860	596,226	-19.01
WASHER-DRYER COMBINATIONS	Aug.**	12,237	18,179	-32.69
	8 Mos.**	101,071	115,093	-12.18
WATER HEATERS, Electric (Storage)	Aug.	*42,700	60,000	-28.83
	8 Mos.	*449,700	567,400	-20.74
WATER HEATERS, Gas (Storage)	Aug.	279,400	256,100	+ 9.10
	8 Mos.	1,891,300	2,043,600	- 7.45

*Preliminary
**Corrected

Sources: NEMA, AHLMA, VCMA, EIA, GAMA.



it's the

go-year

for **FRIGIDAIRE**

ROOM AIR CONDITIONER DEALERS

new products • new prices • new installation • new way to sell

**MORE DEALERS BUY AND READ
ELECTRICAL MERCHANDISING WEEK
THAN ANY OTHER
APPLIANCE PUBLICATION**

EVERY MONDAY THE PROS READ

**ELECTRICAL
MERCHANDISING WEEK**



Here Is The Best Appliance Truck Money Can Buy Because Only The

Escort®

OFFERS YOU
EXCLUSIVELY THESE TWO FEATURES

1. ALL-STEEL RATCHET STRAP TIGHTENER WITH AUTOMATIC STRAP RECOIL!
This new ratchet quickly and easily tightens strap around load. When loosened, spring action automatically rewinds the strap in a neat coil, out of the way and instantly ready for its next use. A real time saver! EXCLUSIVE ON THE ESCORT!

2. FAMOUS ROLLER BEARING CRAWLER TREAD!
This ESCORT feature allows you to roll the loaded truck up and down stairs with a minimum of time and effort. A real back saver! EXCLUSIVE ON THE ESCORT!

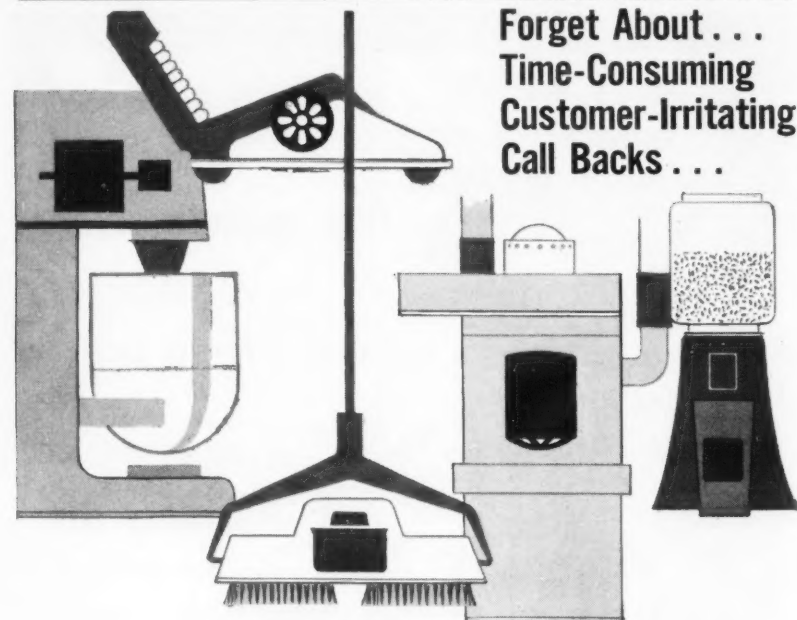
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Magnesium Strong!

MODEL SRT
Rugged, All-Steel Construction

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Time-Consuming
Customer-Irritating
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Lamb Electric MOTORS

Make the difference in Power-Driven Appliances

Forget expensive, time-consuming, customer-irritating call backs that cut into your profit. Make a Lamb® Motor a sales feature. They're quiet, efficient and dependable.

Lamb Electric offers a complete line of vacuum motors and motor parts to appliance manufacturers.

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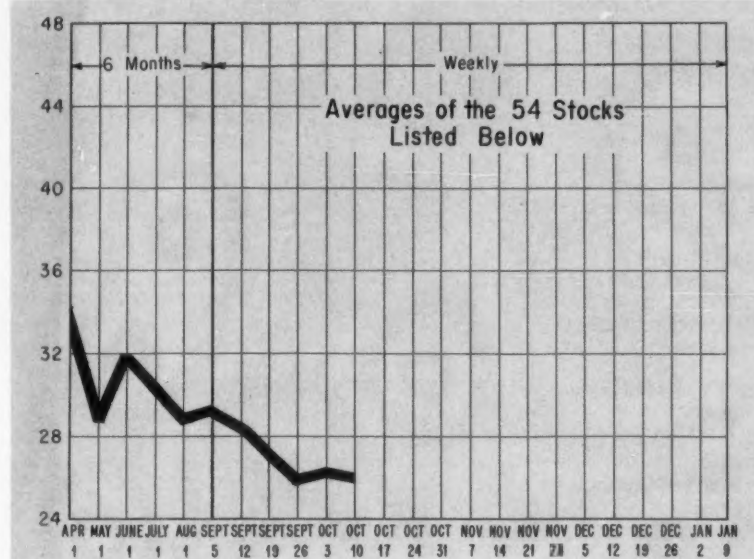
A Division of American Machine and Metals, Inc.

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Free information and literature available to manufacturers.

Lamb Electric
SPECIAL APPLICATION FRACTIONAL HORSEPOWER **MOTORS**

TAKING STOCK A quick look at the way in which the stocks of 54 key firms within the industry behaved during the past week. This unique summary is another exclusive service for readers of EM WEEK.



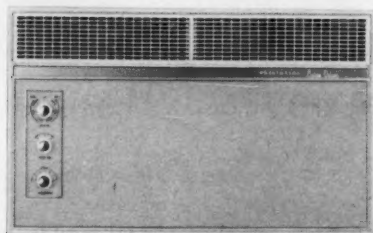
STOCKS AND DIVIDENDS IN DOLLARS	HIGH	1960 LOW	CLOSE OCT. 3	CLOSE OCT. 10	NET CHANGE
NEW YORK EXCHANGE					
Admiral	23 ⁷ / ₈	11 ⁷ / ₈	11 ⁷ / ₈	11 ¹ / ₂	— ³ / ₈
American Motors 1	29 ¹ / ₂	19 ³ / ₄	20 ⁵ / ₈	20 ⁵ / ₈	—
Arvin Ind. 1	27 ¹ / ₂	18	18 ¹ / ₂	18 ³ / ₄	+ ¹ / ₄
Borg Warner 2	48 ¹ / ₂	32 ¹ / ₂	32 ³ / ₄	33 ¹ / ₄	+ ¹ / ₂
Carrier 1.60	41 ³ / ₄	27 ¹ / ₈	29 ¹ / ₈	29	— ¹ / ₈
CBS 1.408	45 ¹ / ₄	36 ⁵ / ₈	38 ¹ / ₂	38 ⁵ / ₈	+ ¹ / ₈
Chrysler 1	71 ⁷ / ₈	40	42	43	+ ¹ / ₈
Decca Records 1.20	35 ³ / ₈	17 ³ / ₈	34 ³ / ₄	35 ¹ / ₈	+ ³ / ₈
Emerson Electric 1	50	33	43 ³ / ₄	44 ¹ / ₂	+ ³ / ₄
Emerson Radio .50F	22 ¹ / ₈	11 ¹ / ₈	13 ¹ / ₄	13	— ¹ / ₄
Fedders 1	20 ³ / ₈	15 ⁵ / ₈	16 ¹ / ₈	15 ⁷ / ₈	— ¹ / ₂
General Dy. 1.75E	58 ³ / ₈	33 ¹ / ₂	38 ¹ / ₂	37 ⁷ / ₈	— ⁵ / ₈
General Elec. 2	99 ⁷ / ₈	70 ¹ / ₄	72 ⁵ / ₈	74 ³ / ₄	+ 2 ¹ / ₈
General Motors 2	55 ⁷ / ₈	41 ¹ / ₂	42 ¹ / ₂	43	+ ¹ / ₂
General Tel & El .76*	34 ¹ / ₈	27	27 ¹ / ₂	26 ⁷ / ₈	— ⁵ / ₈
Hoffman Elec. 60	30 ¹ / ₄	18 ¹ / ₈	20	19 ¹ / ₈	— ⁷ / ₈
Hupp Corp. .37T	13 ¹ / ₄	7 ⁵ / ₈	8	8	—
Magnavox 1	55	31 ³ / ₄	45 ³ / ₄	45 ⁵ / ₈	— ¹ / ₈
Maytag 2A	44 ¹ / ₂	31	32 ¹ / ₂	33 ¹ / ₂	+ 1
McGraw-Edison 1.40	45 ³ / ₄	33 ¹ / ₈	33 ¹ / ₂	32 ³ / ₄	— ³ / ₄
Minn. M&M .60	88	63	66 ¹ / ₄	65 ¹ / ₈	— ¹ / ₈
Montgomery Ward 2	55 ⁵ / ₈	27	27 ⁷ / ₈	27 ⁵ / ₈	— ² / ₄
Monarch .30E	19 ⁷ / ₈	12 ³ / ₈	12 ⁵ / ₈	12 ³ / ₈	— ¹ / ₄
Motor Wheel 1	23 ¹ / ₄	13 ¹ / ₂	13 ³ / ₄	13 ¹ / ₂	— ¹ / ₄
Motorola 1	98	66 ¹ / ₄	71	65 ³ / ₄	— 5 ¹ / ₄
Murray Corp.	29 ¹ / ₈	24 ³ / ₄	25 ¹ / ₄	25 ¹ / ₄	—
Philco ¹ / ₄ G	38 ¹ / ₄	19 ⁷ / ₈	21	20	— 1
RCA 1B	78 ³ / ₈	51 ¹ / ₂	53 ³ / ₄	53 ⁵ / ₈	— ¹ / ₈
Raytheon 2.37T	53 ³ / ₈	31 ³ / ₄	37	35 ¹ / ₈	— ¹ / ₈
Rheem .60	28 ⁷ / ₈	15	15 ³ / ₄	15 ¹ / ₄	— ¹ / ₂
Ronson .60	13 ³ / ₄	9 ³ / ₄	12 ³ / ₄	12 ³ / ₄	—
Roper GD	21 ¹ / ₂	14 ¹ / ₈	17 ³ / ₈	17 ³ / ₈	—
Schick	16 ³ / ₄	8 ³ / ₄	9 ³ / ₈	9 ¹ / ₄	— ¹ / ₈
Siegler Corp. .40B	43	29	30 ⁵ / ₈	29 ¹ / ₈	— ¹ / ₂
Smith A. O. 1.60A	53 ³ / ₈	33 ³ / ₄	36 ¹ / ₂	35 ⁵ / ₈	— ¹ / ₈
Sunbeam 1.40A	64 ¹ / ₂	48 ¹ / ₂	49 ¹ / ₂	52	+ 2 ¹ / ₂
Welbilt .10G	7 ⁷ / ₈	4 ¹ / ₄	4 ³ / ₄	4 ⁵ / ₈	— ¹ / ₈
Westinghouse 1.20	65	45 ¹ / ₂	49 ⁷ / ₈	51	+ ¹ / ₈
Whirlpool 1.40	34 ⁷ / ₈	22	23 ³ / ₄	24 ¹ / ₂	+ ³ / ₄
Zenith 1.60	129 ³ / ₈	89 ¹ / ₈	112 ³ / ₄	108 ¹ / ₈	— 4 ⁵ / ₈
AMERICAN EXCHANGE					
Casco Pd. .35E	10	6 ³ / ₄	9 ⁷ / ₈	9 ⁷ / ₈	—
Century Elec. ¹ / ₂	9 ⁷ / ₈	7	7	7	—
DuMont Lab.	12 ¹ / ₂	6 ¹ / ₂	12 ¹ / ₄	12 ¹ / ₄	—
Herold Rad.	7 ⁷ / ₈	1	1 ⁵ / ₈	1 ⁵ / ₈	—
Ironrite .25T	10 ¹ / ₂	6 ¹ / ₈	7 ¹ / ₄	7 ¹ / ₈	— ¹ / ₈
Lynch Corp. (Symphonic)	15	10 ¹ / ₈	11 ³ / ₄	11	— ³ / ₄
Muntz TV	6 ¹ / ₂	4	5 ¹ / ₈	4 ¹ / ₂	— ⁵ / ₈
National Presto	12 ³ / ₈	10 ⁵ / ₈	14	14	—
Nat. Un. Elec. (Eureka)	3 ⁷ / ₈	2 ¹ / ₄	2 ³ / ₈	2 ³ / ₈	—
Proctor-Silex	9 ⁷ / ₈	6 ⁵ / ₈	6 ³ / ₄	6 ⁵ / ₈	— ¹ / ₈
Telectro Ind.	21 ³ / ₈	11 ¹ / ₄	15 ³ / ₄	15 ³ / ₄	+ ³ / ₈
MIDWEST EXCHANGE					
Knapp-Monarch	—	—	6 ¹ / ₄	6 ¹ / ₄	—
Travler Radio	—	—	7	7 ¹ / ₄	+ ¹ / ₄
Webcor	—	—	11 ¹ / ₄	10 ³ / ₄	— ¹ / ₄

A—Also extra or extras. B—Annual rate plus stock dividend. D—Declared or paid in 1959, plus stock dividend. E—Paid last year. F—Payable in stock during 1959, estimated cash value on ex-dividend or ex-distribution date. G—Declared or paid so far this year. I—Payable in stock during 1960, estimated cash value on ex-dividend or ex-distribution date. *Minn M&M, Motorola, Gen Tel & El announced stock splits during first six months 1960.

ANALYSIS: After three days of fairly vigorous advances last week the market reverted to its recently established form and closed on the listless side Oct. 9. Unenthusiastic, rather than disappointing, business news again was singled out as the chief reason for the markets continuing slump. The 54 key issues on the EM Week chart were in line

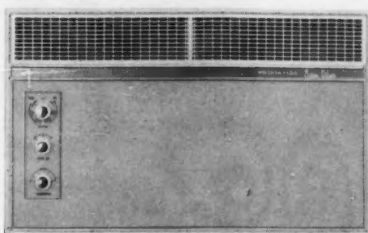
with the overall market; closing off for the week at 1/8 pt. Gains, as well as losses, were fractional for the week, with the exception of Motorola and Zenith on the negative side and GM and Sunbeam on the plus side. Five new lows this week; no new highs. Since July 1 the EM Week average has fallen a total of 9 1/8 pts.

It's the **go-year**
for **FRIGIDAIRE**
ROOM AIR CONDITIONER DEALERS!



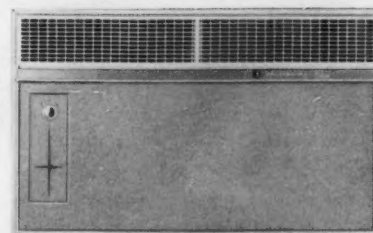
For bedrooms, Model ACD-7LD

Cools up to 525 square feet • Capacity 7,000 BTU/hr.* • 1.8 pints moisture removal per hour* • 115 volt operation • Compact cabinet • Thermostat • Fresh air • Quiet 3-speed centrifugal cooling fan • Adjustable air discharge • Washable filter.



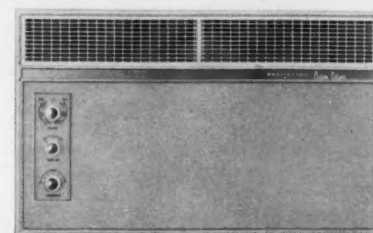
For bedrooms and living rooms, Model ACD-8MD

Cools up to 625 square feet • 8,300 BTU/hr.* capacity • 2.2 pints moisture removal per hour* • 115 volts • Compact cabinet • Thermostat • Fresh air • Quiet 3-speed centrifugal cooling fan • Adjustable air discharge • Washable filter.



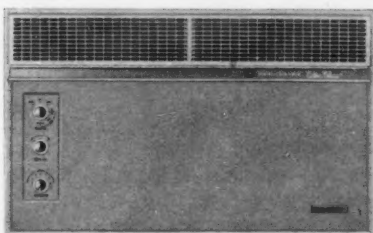
For bedrooms, Model AD-6LD

Cools up to 450 square feet • Capacity 6,000 BTU/hr.* • 1.9 pints moisture removal per hour* • 115 volts • Compact cabinet size • Single dial control • Quiet, one-speed centrifugal cooling fan • Adjustable air discharge grille • Washable filter.



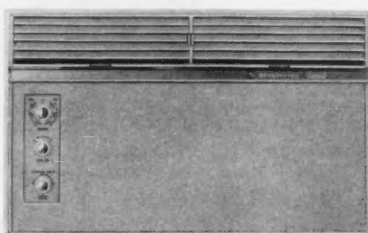
For living rooms, Model ACD-9D

Cools up to 675 square feet • 9,000 BTU/hr.* capacity • 2.7 pints moisture removal per hour* • 208-230 volts • Compact cabinet • Thermostat • Fresh air • Quiet 3-speed centrifugal cooling fan • Adjustable air discharge • Washable filter.



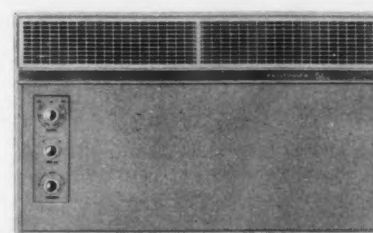
For bedrooms and living rooms, Model ACD-9D

Cools up to 675 square feet • 9,000 BTU/hr.* cooling capacity • 10,500 BTU/hr.* heating • 2.7 pints moisture removal per hour* • 230 volts • Compact cabinet • Thermostat • Fresh air • Quiet 3-speed centrifugal cooling fan • Adjustable air discharge • Washable filter.



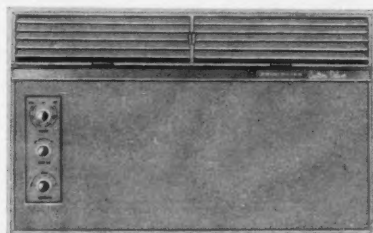
For living rooms and multi-rooms, Model AI-10D

Cools up to 750 square feet • 10,000 BTU/hr.* capacity • 3.7 pints moisture removal per hour* • 230 volts • Compact cabinet • Thermostat • Fresh air • Constant Cooling setting • Quiet 3-speed centrifugal cooling fan • Dial controlled air discharge • Washable aluminum filter.



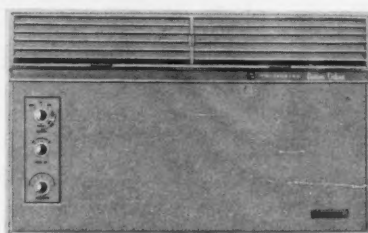
For living rooms and multi-rooms, Model AD-12D

Cools up to 900 square feet • 12,000 BTU/hr.* capacity • 3.8 pints moisture removal per hour* • 208-230 volts • Thermostat • Fresh air • Quiet 3-speed centrifugal cooling fan • Adjustable air discharge • Washable filter.



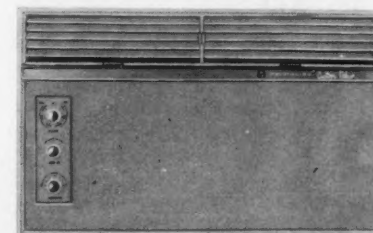
For multi-room use, Model ACD-15D

Cools up to 1150 square feet • 15,000 BTU/hr.* capacity • 4.8 pints moisture removal per hour* • 208-230 volts • Thermostat • Fresh air • Quiet 3-speed centrifugal cooling fan • Dial controlled vertical air discharge • Adjustable horizontal air discharge • Washable filter.



For multi-room use, Model ACD-15D

Cools up to 1150 square feet • 15,000 BTU/hr.* cooling and heating capacity • 4.8 pints moisture removal per hour* • 230 volts • Thermostat • Fresh air • Quiet 3-speed centrifugal cooling fan • Dial controlled vertical air discharge • Adjustable horizontal air discharge • Washable filter.



For multi-room use, Model ACD-19D

Cools up to 1450 square feet • 19,000 BTU/hr.* capacity • 6.4 pints moisture removal per hour* • 208-230 volts • Thermostat • Fresh air • Quiet 3-speed centrifugal cooling fan • Dial controlled vertical air discharge • Adjustable horizontal air discharge • Washable filter.

new products

CAPACITIES for solid comfort everywhere

No matter where you're located or where a room air conditioner is to be installed, your customers really want just one thing: *solid comfort*. That's fast cool-down for the whole area... and ample capacity to keep it that way. A quick look at the new Frigidaire line should convince you that Frigidaire means business in 1961... business for you.

new prices

PRICES that let you compete in your market

Your Frigidaire representative will give you the facts, but we can say this: you will be in a unique position, in 1961, to meet both bottom-of-the-line and top-of-the-line competition with real Frigidaire room air conditioner quality in all 10 models. And even the lowest priced model sacrifices nothing in basic, full capacity cooling performance.

new installation

"DO-IT-YOURSELF" or money-saving dealer installation

Every new Frigidaire Room Air Conditioner comes with an installation kit that lets do-it-yourselfers—even unhandy Harrys—install them in standard double-hung windows with only simple household tools. Obviously, your own installers can quickly save you dollars on every job.

new way to sell

ASK JUST 3 QUESTIONS to sell the mass market

Just 3 simple "non-engineering" questions will enable all but the most inept salesman to qualify his prospects quickly, accurately. Then it's a simple matter to steer them to the Frigidaire model with the right capacity, the most appealing features—and the right price! Your Frigidaire representative can give you the formula!

*Capacities shown are tentative.



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FRIGIDAIRE DIVISION, GMC, DAYTON 1, OHIO

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New RCA WHIRLPOOL home cleaner system

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HV-50
Economy model
at a "bargain"
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with mighty suction power



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Imperial model
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with motor-driven
brush and suction power
of a canister



*Get more than your share
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this Christmas season!*

An estimated 1,000,000 vacuum cleaners will be sold for Christmas gifts this year. Assure yourself of a bigger share of this market by featuring the complete, step-up line of RCA WHIRLPOOL home cleaners. Why? Because, from the economy model on up through the mighty Mark XII, you have more in your favor to demonstrate and sell. Power, performance and convenience are easily proved. Ask your RCA WHIRLPOOL distributor.



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